Chapter 2: Literature Review

The Concept and phenomenon of media convergence has evolved over the years. For constructing framework of the study, it is important to understand diverse aspects of media convergence. Present chapter explores the literature, which traces various studies, and perspectives on media convergence through various themes and subthemes as mentioned below.

2.1 Electronic Media to Digital Media and Emergence of Convergence

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The Media of Digital Era

The Characteristics of Digital Media

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Summary of Literature Review

2.1 Electronic Media to Digital Media and Emergence of Convergence

In the digital era, the nature of mass communication and mass media has changed significantly; Digitisation has changed the way mass media messages created, disseminated and consumed. Digitisation has led to a process of convergence of different mediums through ownership, technology, and content. Different mediums have converged with each other through various means that resulted in diverse strategies of production and dissemination of mass media messages. Media message consumption practices and habits of people have changed, today a newspaper reader does not necessarily read a news story in a newspaper, but on some mobile device as well, a film is not just watched in a cinema hall or on a TV set but on a mobile device as well. Several researchers and thinker have envisioned contemporary media scenario through various concepts and theories, these concepts and theories are the basis and provide a framework for this doctoral research. This section deals with emergence and popularity of electronic media, visualisation of digital era by some of the theorists, concepts of digital media and emergence of convergence as a concept and its various dimensions.

2.1.1 The Electronic Media
Before digital media emerged and became famous, electronic media occupied the media space. Electronic media has transformed the world, unlike print media where a reader is expected to know specific symbols, codes, and its usage for understanding content, i.e. In the case of electronic media, be it Radio or Television, for decoding audiovisual messages audience does not require knowledge of specific codes and symbols. Audiovisual messages in electronic media are largely accessible and comprehensible to people irrespective of their age, sex, class, religion and educational background. Electronic media’s such characteristics brought together different people at the same place irrespective of their physical presence, and it is one important reason behind the popularity of electronic media. The medium of electronic media is such that its signal can travel across distances through walls and doors and it has encroached physically defined places. A performance at a place can be transmitted to a location far away distance, and it can be heard or viewed in enclosed places, the communication through electronic media resembles more like face to face communication, it has blurred boundaries between public and private spaces. Meyrowitz argues that a large number of people access electronic media communication as compared to print media and that large number of individuals provide social reality to an event. When a news story transmitted through electronic media large numbers of people watch the news story, they share the somewhat same experience, or the experience shared amongst a large number of people. That provides a sense of “sharedness” amongst people accessing electronic media messages.

While analysing factors behind the popularity of the electronic media, Meyerowitz hints at the future of electronic media, and its audience. The development of technologies such as access to Television on the wristwatch and access to music through Walkman may segregate audience as per age, sex, class, education and other factors. Development of technology will challenge the power of network television, but different audience group will have access to all the content of electronic media. (Meyrowitz, 1985) In contemporary media scenario cable television, direct to home television, Television on mobile phones through apps and social media has challenged network television. Technological development has segregated audience as per age, sex, class, religion, education, language; region and other factors; still each of these groups has access to all sort of content produced by electronic media.
Characteristics of electronic media such as ease of access to people irrespective of their education, age, sex, caste, region and language, capability of transmitting events occurring at distant location in peoples’ households and its accessibility to a large number of people which creates a sense of “sharedness” made electronic media unique in the era prior to digital era. The media of digital era that is digital media has all the ingredients of the electronic media, and with additional characteristics, digital media has emerged world over. Nicholas Negroponte has visualised it in his book “Being Digital.”

2.1.2 The Media of Digital Era

Negroponte argues that in the digital era, in which an entirely new content will emerge, it will encourage new players in media and help to develop a new economic model in information and entertainment industry. In the digital era function of traditional Television would change and new devices may emerge which can receive and transmit the content. Digital era will alter the nature of mass communication, in the case of Radio and Television broadcast, viewers have to tune in at a given moment to listen or watch a particular program. In digital era Radio, TV programs will be available for the people anytime, here instead of source pushing the content receiver will pull the content as an when needed, content itself can change form and shape while source data is the same. Negroponte, however, seeks improvement in the user interface of the computer to a level where people can interact with the computer. Development of web 2.0 has changed the way humans work with computer; it has enabled people to interact with computers in Negroponte’s word it has changed “Information industry into boutique business” (Negroponte, 1995)

Meyrowitz and Negroponte looked at characteristics of electronic media and visualized digital era respectively. The developments and proliferation of the internet in the 21st century has given rise to digital culture; the internet has become part of human society. The development of communication technologies has resulted in changes in production, distribution and consumption processes; the manufacturing process got altered as labour force became more flexible and efficient whereas, in the case of consumption process, the time duration between output and use by the consumer has reduced and it has directly influenced the media industry. As predicted by Negroponte in the digital era along with the source of the message, the receiver of the message
will have the capability to sort and manage signal, this is an important feature of digital media. In the case of broadcast media, there is one source, and many receivers and receivers have insufficient scope to engage with media content. However, with regards to digital media, there are multiple sources and multiple receivers, a source can act as receiver, and a receiver can serve as a source. There is two-way communication between the source and the receiver. (Miller, 2011).

2.1.3 The Characteristics of Digital Media

The capability of two-way communication makes digital media unique, but that is not the only one characteristic which makes digital media distinctive. Miller has argued that there are technical and cultural dimensions which add to the uniqueness of digital media.

In technical terms, digital media is Digital, Networked, Interactive, Hypertextual, Automated and Databased. As the name suggests it is digital, digits represent digital media, i.e. ‘0’ and ‘1’ this nature of digital media makes it flexible. Digital media can be compressed, altered, decompressed algorithmically. It is networked, allows two-way communication between the source and the receiver, a source, and a receiver can transmit and receive a message; there is a mesh of links between receivers and sources. Formation of mesh between the source and the receivers forms a network, and that is one of the characters of digital media. It is interactive; the interactivity of digital media is different from print and electronic media. A user can exercise influence over context or form of communication (Jensen, 1995). Digital media is hypertextual this characteristic of digital media allows user navigate through one part of the content to another part of the content by clicking the hyperlinks provided in the documents. It is automated; machines can modify the content of digital media. As per the profile of the users, digital media can customise the content. This process happens without human intervention; it is automated using algorithms. It is databased unlike inflexible book libraries; digital media provides a flexible database to the users. The user can access this database and retrieve data as per their requirements and in a form suitable for them. A user gets the output by accessing series of databases through automated processes.
The characteristics of digital media influence the relationship between the source and the receiver, producer and audience. Miller argues that characteristics mentioned above create a flat structure of the relationship between source and receiver. The technical capabilities of digital media make the user an author/consumer or a “Prosumer.” Moreover, because of these characteristics, digital media is more of a process than an object. “Databased” structure of digital media enables the user to access any data anytime during any period irrespective of the context. Digital media can give immersive experience to the user using the capability of “telepresence” which provides the user with an experience to be at different distant places while remaining in one physical place through the process of mediation. The “Automated” nature of digital media allows it to change form and content as per profile of the user and assumes a role as per surrounding. Miller argues that these qualities of digital media make it more of a process than an object and that changes conceptualisation of the audience as well. In the case of Digital media audience or consumer is not a reader or a viewer but an active user, mobile user, and participant in the whole experience. Miller argues that such conceptualising Digital media and its audience creates the great potential for Digital media. (Miller, 2011). Text and Electronic media created and impact on the people and and these media influenced people with their unique capabilities. The potential of digital media in combination with the internet has greatly enhanced. Using seven concepts proposed by Baym next section examines the effectiveness of different media and reasons for effectiveness of digital media.

2.1.4 Seven Key Concepts differentiating mediums

Different mediums influence a person and the personal connections differently; according to Baym seven concepts can be helpful in comparing different mediums of communication. The discussion on comparison of different mediums of communication is necessary with the help of the concepts proposed by Baym because such comparison would help in evaluating each medium and help in articulating necessity and effect of convergence. Interactivity, temporal structure, social cues, replicability, reach and mobility are the seven concepts that can help in comparing two mediums.

Interactivity: The interactivity as a concept explained in several ways. Understanding the the conceptualisation is necessary as it is the defining feature of internet medium. There are various perspectives proposed by theorists and authors. One perspective on interactivity posits three
approaches to look at the concept of interactivity. Interactivity typified as Social interactivity, Technical interactivity and Textual interactivity.

The social interactivity of a medium depends on extent of social interactions encouraged by a medium. A large gathering of people discussing a particular issue, it is a form of interpersonal communication and the medium is face-to-face communication. Such events are effective as they encourage social interactions. Electroic mediums such as Television and Radio lag behind in social interactivity as through Television and Radio social interactions are possible to a lesser extent; where as on the internet social networking sites encourage social interactions. The social interactivity offered by the social networks makes it an effective medium. The jasmine revolution, Anna Hazare’s anti corruption agitation in the year 2011, demand for stringent anti rape law in 2012 these are some of the examples where social interactivity offered by social media played an important role in generating strong public opinion. The second type of interactivity is textual interactivity, it encompasses ability of the medium to encourage audience or users to interprete the text and make changes to it. Internet hosted platforms especially social networking sites allow users to interprete the text they are coming across and pass it on to other users in their network. The technical interacticity allows users to make changes to the text and engage with the text through sensory organs. A broader study on interactivity derived various aspects Technological, Textual and User perceived reality. According to Quiring Technological attribute of interactivity has nine elements responsiveness, (real-time) speed, timing flexibility, selection options, modification options, range, spatial independence, temporal independence and sensory complexity. The interactivity as a communication process has five elements; exchange, dialogue, control, two-way communication and third-order dependency. Lastly the users through eight criteria perceive interactivity and they are perceived responsiveness, perceived navigation, perceived speed, sensory activation and sensations of playfulness, connectedness, proximity and presence. (Quiring, 2009)

Temporal Structure: Temporal structure of the medium is second differentiating factor between different mediums. A medium can be asynchronous or synchronous. Face-to-face communication, mobile phone conversations, live telecast of an event on television, interactions in an internet chat room are some of the examples of synchronous communication. Email, instant messaging, recorded programs on television these are examples of asynchronous communication.
Synchronous communication media provides rapid transmission of messages often across long distance, synchronous communication can connect people separated by distance and it can create a sense of “sharedness” and “placelessness”. Synchronous messages feel immediate and personal. Synchronous communication necessitates users to align with timings of transmission of message. In the case of asynchronous communication users can consume or access the message as per their convenience, it allows interactions between recipients of the message. Temporal structure in many ways can determine engagement of audience or users with the medium.

Storage and Replicability: The retention or longevity of a message in a medium depends on storage capacity of the medium. The storage helps in archiving the messages for searching in the future. Storage also helps in modification and alteration of the message and it enables users to redistribute the message through user network. The digital media is equipped with storage capacity; the digital form of content allows storage of large amount of data. Users can alter, edit, modify text, images, audio, and video in digital form and transmit it using the digital medium. The large storage capacity of digital medium and ability to distribute content on digital medium has popularised digital medium immensely. YouTube, Instagram, Facebook, Twitter such platforms on the internet are popular amongst users is because of its ability to store large amount of data amongst other qualities.

Reach: Different medium can have access to large or smaller number of people, number of people a medium can reach determines the influence of it, and hence it is an important concept for differentiating different mediums. Face-face-face communication can reach to limited number of people whereas Television, Print, and Radio can reach to larger audience within regulatory parameters. The internet can spread the message efficiently to a large number of people even beyond geographical and regulatory limits. Wider reach of a medium translates into spreading awareness about an event, issue or topic and creating wider public perception. The reach of the internet across different countries is making it an effective medium as compared to other mediums. The reach of the internet further augmented by the last concept that is mobility, the mobility offered by the internet is a single most important factor that sets it apart from other mediums in terms of reach and other concepts discussed above.
Mobility: The concept of mobility encompasses ability of the medium to reach out to users or audience anywhere. By virtue of mobility, audience or users can access the medium almost anywhere. To elucidate this point two mediums; Radio and the internet are good examples of mobility. In the case of Radio, listeners can listen to Radio programs anywhere, in the era when print media was the only source of communication Radio gained popularity primarily because the listeners got an access to mass media messages anywhere. The internet can be accessed anywhere through wired and wireless mode. 2G, 3G, and 4G wireless technologies provided wireless access to the internet. Using a mobile phone user can access the internet anywhere. Today Television, Print and Radio programs are available on the internet for taking advantage of the mobility offered by the internet. The mobility of the internet is helping the content of the other mediums to reach to wider audience. (Baym, Personal Connections in the Digital Age, 2011)

The seven concepts discussed above help in differentiating different medium but when two mediums converge together, the concepts mentioned above converge too. In the present study, the topic deals with the convergence of Television with internet and dissemination of TV news content on an Internet platform. The concepts provide conceptual grounds for convergence. In the context of the concepts discussed earlier let's compare two medium converging today. Television medium is interactive in a limited sense; temporally it is asynchronous and synchronous depending on nature of the program. The television content provides social cues such as identity of the participants, context and other details related to the program. TV programs cannot be stored without a recorder, through digital communication technology and satellite communication TV programs can reach in every nook and corner of the world, but TV lacks mobility, for consumption of TV programs audience needs TV sets and usually TV sets are bulky and cannot be carried as per users’ requirements.

In the case of the internet as a medium, it is interactive, temporally it is asynchronous in nature, the content on the internet provides social cues, the content on the internet is stored on servers and it is the primary requirement of the internet that users have to upload content on the internet. The storage is necessity of the internet as a medium. The reach is limited to people having access or subscribed to the internet. However, this number is increasing with each passing day, every person has access to the internet is potential consumer of the message posted on the Internet. The
internet can be accessed using mobile phones anytime anywhere. The combination of mobile phones with the internet provides spatial mobility to the internet as a medium.

Now Television is integrating with the internet in today’s digital era. Such integration can provide dimension of interactivity in the television program through the technological, communication process, and user perception as the internet platforms such as Facebook and Twitter provide an option to react on a particular television program or editorial content of a TV news channels. Television news content is synchronous as well as asynchronous in nature depending on the nature of the program. A sports event broadcasting live on Television is a synchronous form of communication message but it can be viewed on the Internet as it stores the program on the server. Television program can reach to people through satellite and digital transmission but the integration of TV with the internet can take the program beyond geographical boundaries. The internet is accessible anywhere through mobile phones, this ability provides spatial mobility to otherwise stationary medium like Television. A television program earlier got transmitted through TV stations but internet provides such an opportunity to the users that they can redistribute content. This ability of the internet helps Television in reaching out to larger number of people.

The concepts posited by Nancy Baym provide differentiating factors between different mediums but with the help of the concepts elaborate conditions that necessitate integration or convergence of Television with the internet.

2.1.5 Need and Emergence of Convergence

Manuel Castells in his trilogy “The Information age Economy, Society, and Culture” has described rise of the Internet in society and its influence over culture. Integration of electronic communication is an important aspect of the Information age, and it has led to end of the mass audience. The proliferation of digital media had compelled Print, Television, and Radio media to change their strategy; these media have future only if their content is decentralised, diversified and segmented. Adoption of digital media by Print, Television, and Radio media enabled them to
target a specific audience. However, Print, Television, and Radio media was working only in one direction, as there was only a limited capability to engage the audience with content through feedback. Integration of media with the internet was the solution to this issue.

In the United States of America, the diffusion of the Internet was the fastest amongst all the communication mediums. Radio took 30 years; Television took 15 years whereas the Internet took three years to reach 60 million people. In case of India, diffusion of the Internet has occurred at a phenomenal pace, as per TRAI data, in March 2009 there were 13.54 million Internet subscribers, by 30th April 2017 this number climbed to 276.52 million. Internet data from the United States of America and a developing country like India shows that Internet diffusion has followed a similar trajectory. The open architecture of the network, inventors, and people working on the internet made it pervasive, decentralised and flexible although the internet; different systems of the internet and the computer-mediated communication subjected to regulation, privatisation, and commercialisation. (Castells, 2010)

The characteristics of internet, i.e. Open architecture, decentralisation, and flexibility of the internet support interactivity and individualisation. Such characteristics of the internet helped in creating communities; these communities are diversified and formed for specific purposes. Unlike physical communities, online communities have weak communication links but through sustained efforts and reciprocity; support generated through online communities. In such online communities, message dissemination happens like mass communication. As Castells puts it, online communities are “privatising sociality.” that is creating communities around individuals. Today the internet is used for a variety of purposes for information, for entertainment, for shopping, for telebanking and political and social movements. In all these areas the internet is used as an essential tool for dissemination of information, organisation, and mobilisation. Castells argues that the internet not replaced existing communication technologies people appropriated the internet as per their needs. Castells visualised the use of internet beyond sending emails he hints at a future where integration of media with its potential of interactivity termed as “multimedia” would dominate a new world of communication. He argues that the integration media with the internet is necessary because such an integration is essential for ending the distinction between audiovisual media and print media, popular and educated culture, information and entertainment. Different cultural expressions come together in the digital
universe, and they create virtuality using new communication system. As new communication system includes all cultural expressions and integrates multiple communication modes, Castells argues that the characteristic of the new communication system is such that any message which is part of the integrated system gets the capability of communicability and socialisation while other messages are just a part of individual imagination. Castells has envisioned convergence although he has not termed it as one where the content of one media becomes part of the new communication system, he argues that, to become part of new communication system external sources will adapt to the rules of the new communication system.

One important aspect of new communication technologies is that concept of time also changes. The electronically integrated multimedia system transforms time into two forms Castells calls it “simultaneity” and “timelessness”. In the electronically integrated multimedia system, event update is provided minute by minute as it happens that represents simultaneity. Whereas because of hypertextual nature of the new system, there is no sequencing of events, the sequence may change back and forth depending on context and purpose of information sought. Castells terms it as “It is a culture of the same time of the eternal and of the ephemeral.” Transformation of time in a new communication system is an important feature of it. (Castells,2010)

Development of wired, wireless telecommunication, and digital technologies has resulted in a new communication system which Manuel Castells envisioned towards the end of the 20th century. The years after 2010 when the internet proliferated worldwide, and that necessitated integration of Print, TV and Radio with the internet. The integration of legacy media with the internet created new set of issue concerning content and audience. The years after 2010 dominated by debate on the integration of legacy media such as Print, Television, and Radio with digital media. Legacy media organisations are working on different strategies to adopt digital media and integrate with the internet. The next section deals with integration or convergence of legacy media with the internet, it deals with conceptualisation, necessity and forms of convergence.

2.1.6 Conceptualisation and Dimensions of Convergence.

The integration of existing media with new media or “Media Convergence” is not a new concept. In “Flow TV, Television in the Age of Media Convergence” it is argued that the term “Media
“Convergence” is in the discussion recently, however, the practice of Media Convergence is not new. In 1960’s when Television medium popularised in the United States of America, the TV station borrowed film narratives from the Hollywood. Hollywood films presented in TV series format on TV. Television since inception is an effective medium for public personalities, films, and brands for increasing their viewership. (Michael Kackman, 2011)

Henry Jenkins has discussed the contours of the convergence in his book “Convergence Culture:Where Old and New Media Collide” he has defined convergence as

“The flow of content across multiple media platforms, the cooperation between multiple media industries, and the migratory behavior of media audiences who will go almost anywhere in search of the kinds of entertainment experiences they want.” (Jenkins, 2006).

Whereas Nicholas Negroponte and Golding and Murdock have defined convergence as when Broadcast or motion picture industry, Print and Publishing industry and Computer industry comes together it is called as Convergence, Convergence can also be described as

“For the first time, all forms of communication – text, statistical data, images both moving and fixed, music and speech, can now be encoded, stored and forwarded with the same fundamental digital vector of zeros and ones, the language of the computers. The result is that the boundaries for what up until today have been separate areas of communications are now dissolving. We are now entering the era of convergence. The potential is impressive, and new combinations are becoming possible.”

These two definitions are given by Nicholas Negroponte and Golding and Murdock form the basis or grounds for defining convergence (Appelgren, 2004)

The definition proposed by Jenkins underlines what Meyrowitz argued for electronic media, in 1980 electronic media was an addition to existing media forms; it has not destroyed existing media however it has altered the function of existing media by blurring the lines between public and private space (Meyrowitz, 1985). Today with media convergence old media is not getting displaced, but their function and status have shifted. To elaborate this point Jenkins takes the example of recorded audio, a medium, earlier it was delivered through 8-track and beta tape but the delivery system evolved, and now the recorded audio is delivered on compact discs, in MP3
files and so on. Jenkins further adds that once a communication system emerges and establishes itself in communication options, its importance may rise or fall but the medium continues to remain as communication option. Media convergence is not merely a merger of delivery systems or merger of two communication mediums, but it is a process and not an endpoint. Jenkins argues that convergence is a top-down as well as bottom-up process that is convergence occurs at the corporate level of media organisation which is a top-down approach and it also occurs from the consumers’ end where the consumer does not distinguish between media forms it occurs through social interactions. Convergence alters relationships between existing technologies, markets, genres and audience; it alters the logic by which audience consume entertainment shows and news programs. Convergence is an important process for the media companies in the digital era for broadening the market share and reinforcing their commitment to the audience. While adapting convergence practices media companies will have to rethink their strategies of content production and distribution. The audience of new media is active and participating in media experience; media companies will have devise strategies by keeping in mind changing nature of the audience. Jenkins calls new media audience as a consumer of media that is active, migratory, socially connected, noisy and public; he argues that for such an audience media companies will have to rethink old assumptions. (Jenkins, 2006)

As mentioned earlier Manuel Castells visualised a new communication system where multimedia integrated with the internet, and it forms a new communication system capable of interactivity; Castells argues that for entering such a system, the source will have to understand conventions, coding and decoding mechanisms, and language of the new communication system. Adapting to new communication system would help existing mediums to leverage benefits of the new system. Jenkins elaborates Castell's argument further, in new communication system media producers will have to consider that new communication system enables the audience to interact and participate in experiencing media. Under new communication system, media producers will have to target micro-segments of the audience unlike pre multimedia and pre-internet era where certain segments or block of audience targeted by the media. As previously discussed convergence is a top-down, that is a source to receiver process as well as a bottom-up process where audience engagement with content takes place in the minds of the audience through social interactions. In such scenario, the producer or the source of the message needs to reinforce commitment to the audience, and for creating an impact, source or the producer will have to
build a connection with the audience. A connection with the audience is possible by reaching out via multiple platforms available to the audience for engagement. One dimension of convergence is that it is a process in which the producer or the source will have to work on the content which flows across medium and not work on the medium per se this because the varied types of the audience will access different medium for consumption of content (Jenkins, 2006).

Convergence can augment capabilities of existing medium; it can add new dimensions to communication process of legacy media. Television medium began as a one way medium of communication, but its continuing integration or convergence with the new medium of the internet has transformed its communication into the two-way process. Today Digitisation has set the conditions for the convergence and process of convergence has gathered pace with digitisation of television content. Television and internet-connected devices where Television content is accessible are providing a new experience to the audience. Internet-connected devices are paving the way for interactivity, participation, and feedback of public on Television content.

Along with interactivity, participation, and feedback from the audience, convergence has economic dimensions to it. Development of communication technologies has resulted in globalisation, in the globalised world as argued by Miller; shift has happened from industrial economy to informational economy. In the industrial economy, power was represented by ownership of land, resources, machinery, whereas in the case of informational economy power is about ownership, control, and utility of information. New communication technology facilitates the creation of network amongst all constituent of the organisation. An organisation can manage and coordinate supply, production, and distribution using the network. Formation of the network leads to “scalability” that is an ability to restrict or expand operations as per the requirement of the organisation. (Castells, 2010). The integration of legacy media that is television, print or radio with the internet provides “Scalability” to the media organisations where they can reach to the audience without geographical or regulatory restrictions. The “Scalability.” for media organisations creates an opportunity to increase market share, for reaching out to a new audience and for enhancing revenue. By means of convergence with the internet legacy media organisation can add dimension of scaling up viewership, in a crowded market of television it is a necessity for the media organisations.
The integration or convergence of the internet with the print and electronic media has raised several issues related to convergence as a phenomenon. There are several definitions, perspective on its characteristics, and its different forms. To understand convergence, it is important to understand different perspectives on the convergence phenomenon.

2.1.7 Different Perspectives and Forms of Convergence

Nicholas Negroponte has presented a model of media convergence based on three intersecting circles each circle representing communication, computing and content.

![Model of Convergence]

**Figure 1: Model of Convergence Source:** (Barnatt, 2017)

Golding and Murdock defined convergence as

“For the first time, all forms of communication – text, statistical data, images both moving and fixed, music and speech, can now be encoded, stored and forwarded with the same fundamental digital vector of zeros and ones, the language of the computers. The result is that the boundaries for what up until today have been separate areas of communications are now dissolving. We are now entering the era of convergence. The potential is impressive and new combinations are becoming possible” (Appelgren, 2004)
Golding and Murdock described process of digitisation of data, further assimilation of computing, communication and content as proposed by Negroponte in his convergence model has established the base for media convergence

The term convergence defined differently in different contexts, by Merriam Webster dictionary it is defined as

*The merging of distinct technologies, industries, or devices into a unified whole*

Britannica encyclopedia explains convergence as

*Media convergence, phenomenon involving the interconnection of information and communications technologies, computer networks, and media content. It brings together the “three C’s”—computing, communication, and content—and is a direct consequence of the digitization of media content and the popularization of the Internet.*

Larry Pryor has defined convergence as “*multiple products for multiple platforms to reach a mass audience with interactive content, often on a 24/7 timescale.*” (Quinn, 2005)

Henry Jenkins on convergence culture where old and new media collide describes convergence as

*I mean the flow of content across multiple media platforms, the cooperation between multiple media industries, and the migratory behaviour of media audiences who will go almost anywhere in search of the kinds of entertainment experiences they want.*

Different definitions of convergence indicate that it is a phenomenon where different devices, different technologies and content come together to reach out mass audience. Convergence has characteristics, forms, and types that are a reflection of definitions mentioned above.

According to Ruggill Convergence has three qualities; it is *kinetic, synergetic,* and *primal.* Convergence is kinetic which means it changes dynamically as per the environment and it emerges slowly over an extended period. The dynamic nature of convergence is the result of the second quality of convergence that it is synergetic. Convergence is about modern, economic, aesthetic, political and technological thought coming together with enhanced force and flowing together, the synergy with important thought processes makes convergence dynamic. The
linkage with modern, economic, aesthetic, political and technological thought makes convergence primal and that is the last quality of convergence (Ruggill, 2009)

Convergence has different forms, and different types, the types and form of convergence is related to its dynamism, synergy and originality

Rich Gordon has identified five forms of convergence.

1. Ownership convergence: This type of convergence observed in one organisation where radio, print, web and/or TV collaborate with each other for cross-promotion of content by different medium owned by the same organisation. Such type of convergence can help a media organisation to sustain in economically difficult conditions.

2. Tactical convergence: This form of convergence entails sharing of content across mediums, such type of convergence is essential for the engaging audience through different mediums.

3. Structural convergence: Convergence of this kind deals with the structure of a news organisation. Such convergence occurs at two levels, at one level it entails changes in work practices concerning the production of content. Television news reporters are expected to write news stories for the website of the TV news outlet, the producer on the desk is supposed to produce news story packages for TV as well as for the web platform. This practice is now standard in the Indian context, reporters at TV today network and NDTV are expected to produce news stories for Television channels and the website. Whereas at second level; reporters and producers are expected to distribute stories on the web. Since the emergence of social media platforms such as Twitter, Facebook, and Instagram, and so forth. Reporters encouraged and expected to share and promote content across social media platforms as well.

4. Information-gathering convergence: This form of convergence requires multi-skilling of the reporter. In this form, reporters have to learn backpack journalism that is reporting on the camera, asking questions and editing the TV news stories all by himself.

5. Storytelling Convergence: Every medium has its capabilities and strengths, various type of audience come to a different medium to consume content. In Storytelling convergence, the reporter is expected to understand the potential of each medium and develop stories accordingly. For example, a coverage related to a murder case on TV may involve
reporting from actual location and address editorial questions, but same coverage when shifts to the web, which is an interactive medium may involve answering questions came directly from the viewers. For such form of convergence, sophisticated technical support is required for the reporter. (Gordon, 2003)

According to Miller, there are three forms of convergence. (Miller, 2011)

1. Technological convergence
2. Regulatory convergence
3. Media industry convergence

Technological convergence concerns with digitisation, it involves a change from analogue to digital forms. This kind of convergence is about the movement of all media, information, texts, images, and audio from analogue form to digital form. The digitisation of media, information, texts, images, and audio makes it networkable it can be shared with a large number of people, the size can be reduced, and more information can be packed into the small size, it helps in distribution of data. Digitization has resulted in the consolidation of different type of information in the same format; it helped when personal computers and the internet grew all over the world and digitisation assisted in distributing audio, video, textual, and another type of data through the internet.

Technological convergence brought together different industries such as computing, telecom and content under one umbrella, these industries were regulated by various governmental agencies and a different set of rules. Technical convergence necessitated regulatory convergence which encompasses merging of rules and regulation for the convergent ecosystem. Regulatory convergence helped computing, telecom and content industry to grow without much regulatory hassle.

Digitization led to technological convergence combining computing, telecom, and content industry; it resulted in regulatory convergence for providing a hassle-free environment to computing, telecom, and content industry for growth. Technological and regulatory convergence allowed players in the media industry to expand beyond their core business areas. Media industry convergence happened in two dimensions, horizontal and vertical direction. Integration in horizontal direction deals with expansion across the industry sector, that is a telecom company
start a content creation company or acquire an organisation of such profile. Vertical integration is concerned with a company dealing with one part of production forays into a new area of production. Horizontal integration helps in bundling services and creating highly profitable products whereas vertical integration helps in controlling the entire production process. (Miller, 2011)

Such horizontal and vertical integration provide power and influence over a large population. In the case of Rupert Murdoch who owns hundreds of newspapers, and television channels in different countries can affect public perception and opinion and thus may affect government policies, such integration may not be beneficial for the democracy. However, digital media has helped in curbing the influence of large media corporations all over the world. The success of companies such as Google, Facebook, Twitter, and YouTube shows that people are now moving beyond large media organisation to digital media organisations for the content and their influence amongst users is growing.

Rolland argues that there are five or six convergence dimensions which are service convergence, network convergence, Terminal Convergence and Market convergence Rolland cited in (Killebrew, Indian Reprint 2005). Convergence typography proposed by Rolland is similar to that of typology suggested by Gordon and Miller. According to Rolland, the service convergence interchanged between content form, its format, and interactivity of each of the media associated in with convergence. Network convergence described as the integration of electronic service along the same transmission when the distribution platforms such as computers, television, and telephone integrate together Rolland describes this integration as terminal convergence. Finally, Market convergence is about the infiltration of an industry associated with one area into another area; market convergence results in larger mergers and acquisitions. (Killebrew, 2005)

There are particular genre-specific perspectives on media convergence. Dailey, Demo, and Spillman proposed a model for studying cooperation between different levels of staff members in a news organisation. Dailey, Demo and Spillman argue that there are five levels of activity concerning convergence in the newsroom they are cross promotion, cloning, coopetition, content sharing, and full convergence this model is known as convergence continuum and the correlation between the constituents is shown in the figure. (Larry Dailey, 2003)
Cross promotion: At this level of convergence as mentioned earlier in convergence typology suggested by Rich Gordon in the ownership convergence, a similar process observed in cross promotion. In the case of cross-promotion words, graphics, visual elements used for promoting content on partner’s medium. Social media sites such as Facebook and Twitter used for promoting Television news shows; a Twitter poll conducted on certain issues. At this level of convergence one media platform used for promotion of other media platform owned by the same organisation or partner organisation. For example “Times Now” news stories promoted through “Times of India” newspaper is cross promotion level of convergence.

Cloning: Cloning is next stage of cross-promotion where the content of one media platform published on other media platform owned by the same parent organisation or partner organisation. In the case of several Indian news channels, news stories shared on social media platform for the engagement of the audience.

Coopetition: Partner media organisations carry out their newsgathering operations but help each other in the exchange of information. Indian news media organisations are practising this level of convergence. In the case print media outlets such as The Indian Express and Hindustan Times, reporters report for the newspaper also send updates to the web portal and send updates through twitter handles of the news outlets.

Content Sharing: This level exists in the case partnership between partner organisation in ideation of news stories, resources, and editorial content for coverage of larger news topics and stories such as investigative reports and election coverage. For example, in India, CNN IBN and Hindustan Times partnered for the awards jointly constituted called Indian of The Year awards. In the past web portals such as “Cobrapost” have partnered with News channels like CNN –IBN,
IBN7 and print outlets like The Hindu (Subramanian, 2013) for sharing investigative news stories.

Convergence: At this level of convergence the staff across media platform makes strategies for news gathering, production, and dissemination of content as per the platform. The same team draws resources sharing, conceptualisation of content and dissemination plan. Such a level of convergence termed as full convergence by Dailey, Demo, and Spillman (Larry Dailey, 2003)

Forms and types of convergence are bringing changes to Journalistic practice. Implementing convergence practices require training of journalists, other workforce, and restructuring of organisation for adapting to the process of convergence. Convergence drives changes in Newsgathering, news reporting, and news presentation and finally dissemination of news, it is dictated by the technology and not according to requirements of journalists (Klinenberg, 2005)

2.1.8 Implications of Media Convergence on Media Industry

Media convergence has implication over the entire media business; these implications are setting trends with respect three stakeholders of the media business. McPhillips and Merlo discussed these trends concerning media industry, consumers, and advertisers. From media industry, convergence is setting five trends concerning media industry. They are globalisation, horizontal integration, consolidation of media ownership and vertical disintegration and the creation of new media channels. The trends observed by McPhillips & Merlo as a result of convergence in different segments of media business are as follows. (McPhillips & Merlo, 2008)

Globalisation: As posited by Manuel Castells, development of communication technologies helped globalisation, in globalised world, convergence cannot remain as a localised trend, but it will be a global phenomenon.

Horizontal integration: Media companies may diversify into other associated verticals of media business depending on regulatory policies. Convergence enables media companies to diversify into technology-oriented business, content generation and distribution and other media-centric businesses.
Consolidated media ownership: As mentioned earlier organisational convergence helps different media platforms under single ownership to prosper even in economically difficult condition as media platforms owned by the same organisation can help each other. Convergence is leading to such a trend where for increasing profitability media organisations are expanding their media platform offerings via mergers and acquisitions of standalone media companies.

Vertical disintegration: In a converged environment, one source cannot control business in a top-down manner. The internet allows independent producers to prosper, the power of media owner has shifted to users, and even a user can become a producer using affordable digital technology and distribute content on the internet.

Creation of new media channel: Voice over internet protocol (VOIP) and Internet Protocol Television (IPTV) these two technologies may change telecom and Television subscription business respectively. VOIP would be creating conventional telephone service as it offers video calls at no extra charge even on the mobile phone, IPTV technology enables consumers to watch the content of their choice, anytime, and almost anywhere.

For consumers, convergence is setting interesting trends. Convergence provides interconnectedness and interactivity to a consumer; it enables consumers to choose their content and decide when and where and how to watch it. Convergence has led to five trends regarding consumers, the democratisation of content, user-generated content, personalisation of schedules, social networking, and divergence of consumer groups.

The democratisation of content: Media convergence enables the user to upload any content and share it amongst all the internet users, it has created a big challenge for the conventional media industry, and anyone having access to the internet can publish content. Media organisations do not have control over production and distribution of content.

User-generated content: digital technology helps audiovisual production and editing at affordable costs. An average user can produce content and process it by using freely available image and video editing software. Digital technology has enabled common people to generate content.

Personalisation of Schedule: Unlike legacy media outlets, a user can watch any content any time of the day as per his or her convenience. A user can skip advertisements if required and watch a
program without interruptions; digital technology enables the user to record a program on a personal video recorder or by using computer software one can record programs and watch it later as per the convenience.

Social Networking: Web 2.0 technologies have enabled interactions amongst users, this technology allows the user to engage with the content. Using web 2.0 technology users can engage in conversations with each other which is known peer to peer engagement. Using these platforms media business can reach to the potential consumer. Usage of social networking for engagement is one trend which is set by convergence concerning consumer. This doctoral research explores several angles of this trend.

The divergence of consumer group: McPhillips & Merlo suggest that whenever a new technology emerges there are early adopters and the mass market. People with technical ability and have the willingness to adopt technology consume content on multiple media platforms this type of engagement is known as “lean forward engagement” whereas the other segment of audience restricts itself with the existing media like television and print their engagement is called “lean backwards engagement.” As time passes, current early adopters will mature, and they will continue their media consumption habits which may become a mass market. The new early adopters will lean forward engagement media consumption habits. However, for this process to happen it may take few year, and for this reason, McPhillips & Merlo suggest that media convergence should adopt considering diverse audience segments.

Convergence may influence journalistic practices; it can affect the quality of journalism because of added work pressure on the workforce. (Doudaki, 2015) Convergence not just influences the workforce working for media organisation but the consumer at the receiving end as well. The interconnectivity of computers, communication, and content transforms the passive audience into the active audience; convergence allows an audience member to participate in experiencing media. Convergence is blurring the boundaries between producer and the consumer. Convergence is not just about media organisations, telecom companies, content producers, and consumers it involves every one of them. It is about new ways of marketing, development of the product, and engagement of consumer. These changes occurred because of convergence culture.
With the development of communication technology, the world is connected and globalised and as mentioned earlier convergence is the result of globalisation. Today media convergence is practised not just in developed countries but in developing countries as well.

In the Indian context, development of communication technologies has revolutionised telecom sector in India, economic liberalisation in early 1990-opened Television news and entertainment sector to private players. Digitisation of Television content made mandatory legally that helped in the emergence of digital television in India. Telecom Regulatory Authority of India’s (TRAI) data suggests that spread of the internet through wireless and wired mode has connected over 265 million people in India. All these factors have set ideal conditions for media convergence in India. Next segment delves into the emergence of conditions for convergence in the Indian context.

2.2 Media Convergence: The Indian Story

India has a fertile ground for media convergence process to take place. Over the past one decade spread of mobile phones, subsequent growth of the internet and digitisation of television content has created favourable condition for driving the process of media convergence in India. For convergence to occur, mobile phones are a central device and digitisation of content set the conditions for it (Jenkins, 2006). In India, the two processes, the growth of cell phones and digitisation of content has happened concurrently. Further, intense competition in Indian television market necessitated a process of media convergence as it allowed Indian television broadcasters to look beyond their traditional audience and market.

In Indian context suitable climate for media, convergence process to start has taken a long time. Through several stages today, India with her population of 1.2 Billion has reached a stage where new media is reaching people through the process of media convergence. These stages are

i. Development of Television in India and emergence of Doordarshan.
ii. Economic liberalisation and opening up of Indian skies.
iii. The introduction of the Internet in India and its development.
iv. Mobile phones, current scenario in India
2.2.1 Development of Television and emergence of Doordarshan

Television medium was introduced in India by the government, unlike global trends. In the United States Television introduced and developed by private corporations. (Mehta, 2008) Doordarshan started its operation in the year 1959 on an experimental basis in Delhi. In 1965 regular daily transmission began as a part of All India Radio. The television service extended to Bombay (Now Mumbai) and later to Amritsar in 1972. In 1982 “Doordarshan” came into existence as a National broadcaster since then in last three decades “Doordarshan” has come a long way, today more than 90% of Indian population can receive “Doordarshan” signal, it has a network of 1416 terrestrial transmitters, and there are about 67 studio facilities. This infrastructure makes “Doordarshan” one of the largest broadcasting organisation regarding transmitter and studio infrastructure. “Doordarshan” broadcasts programmes at three levels national, regional and local, it has recently started its digital service. “Doordarshan” also has multi-channel free to air Direct to Home (DTH) service and its capacity is 59 TV channels and 22 radio channels (All India Radio, allindiaradio.gov.in, growth and development webpage). In the year 1997 Prasar Bharti Corporation was formed for conferring autonomy to Akashwani and Doordarshan in order make them work in a fair, objective and creative manner. Till 1991 Doordarshan was the only television channel available to millions of Indians, although Doordarshan enjoyed a monopoly over Indian audience 1959, it somewhat failed to create an impression on Indian audience. (Sircar) Forty years after the independence till 1991 bureaucrats controlled TV in India and it was a mode of spreading government propaganda (Mehta, 2008). The monopoly of Doordarshan was challenged by the emergence of private media and entertainment companies after Indian economy liberalised in the year 1992. In the year 1992 when the economy liberalised, there was one TV per 26 Indians by the year 2014 this proportion changed to 1 TV per 8 Indians, from 1992 to 2014 number of households owning TV sets jumped five times to 161 million households. (Mehta, 2015). Economic liberalisation had such an impact on Indian television market, and it indirectly influenced Indian audiences.

2.2.2 Economic liberalisation and opening up of Indian skies
Economic liberalisation has a significant impact on media and entertainment industry. Liberalization of economy reflected visibly in media and entertainment sector, with transnational satellite television started broadcasting in India. Adrian Athique states that liberalisation in India brought a transformation, it was a transformation from

“An era of Statist monopoly defined by elitist autocracy aesthetic realism to popular entertainment, cosmopolitan internationalism and consumerist fantasy” (Athique, 2012)

Liberalisation initiated a rapid growth of private entertainment-based TV stations. It also helped growth in Indian film industry, press, radio, information technology and mobile telephony. To escape from monotonous programming on Doordarshan, towards the end of the decade of 1980 local cable television networks prospered in India, which thrived on Hindi and English films. The cable network later provided infrastructure for growth of private television in India. In 1991 Indian media sector was opened for private players, gulf war was the first live event beamed into Indian homes by foreign broadcasters. Indian English speaking middle class immediately grabbed the opportunity to subscribe to private TV channels. The Indian government was wary as it had no control over content produced and beamed from outside India. Private Indian companies permitted to start the production to address this issue.

In the year, 1995 Ministry of Information and broadcasting allowed New Delhi Television (NDTV) to produce a national news show of half-hour duration. On 5th February 1995 India’s first private news broadcast happened on Doordarshan, and NDTV produced it. (Roy P., 2016)

In the year 1998, the new broadcast bill introduced, and it allowed private Indian channels to uplink from Indian territory, with the condition that such Indian companies have 80% stake held by Indian nationals, and the channel carried predominantly Indian programming (Athique, 2012). This policy decision helped Indian Private Broadcasters immensely.

The other factor related to the rapid growth of private Television is that it redefined entertainment and news in India. Subhash Chandra’s Zee TV in the initial years of private television produced Hindi language entertainment shows with new creative ideas, and better production quality with Bollywood at the centre, it was an instant hit with the Indian audience.
Indian content helped Zee TV immensely, and it helped in popularising private Television in India.

The popularity of Hindi entertainment channels prompted regional players to explore regional markets. It opened a way for the emergence of regional language TV channels. South India took the lead in this direction. In 1993 SUN TV and JJTV used local cable networks to go on air and later other favorite networks such as Asia Net, Eenadu TV, Udaya TV emerged in south India and later other players in other Indian languages started operations in their languages.

While private television was developing in the entertainment sector, news television was another sector where hectic activity was taking place. To break the monopoly of state-owned broadcaster Doordarshan, several private players emerged in news television space. At the end of the 1990s, there were 5-6 news channels in India. Like entertainment, in news similar growth trajectory observed, today there are over 400 national and regional news channels in the country. (Athique, 2012, Sardesai, 2014)

At the end of the year 2016, the TV industry size is more than 588 billion Rupees, and it is likely to grow at more than 14% over the next five years. The foundation of private TV industry laid in the year 1999, the liberalisation and broadcast policies of the government have helped the TV industry to develop over the past 25 years, and these policies prepared TV industry to enter the era of media convergence. The arrival of the internet posed new challenges for the TV industry, but by digitisation of TV content, TV industry is embracing the internet. While adoption of internet for content dissemination is on the rise in Indian and after 2010 national as well as regional, broadcasters are adopting the internet to scale up their viewership more. Present study looks at Indian English news channels specifically because of English news media’s place in India. The following segment looks at history of English print and Television news media in India. In the context of the research, understanding developments and significance of English news media in Indian context is essential.

2.2.3 English Print and Television News media in India
The British rule over India for 150 years has given three things to India. Bureaucracy, Cricket and the English language these are visible symbols of British rule over India. Though English is a foreign language, it is spoken across all regions across the country. During reorganization of India’s states based on language, agitations in support and opposing the decision took shape around the country. During such volatile times, English helped in communications and connecting different parts of the country. English language emerged as a ‘Link’ language across the country. The ‘Link’ status to English language has provided help to English media in exerting its influence all over India.

The history of English press dates back to the year 1780. James Augustus Hickey published the first English newspaper “The weekly Bengal Gazette” also known as Hickeys Gazette. In the year 1780 B. Missink Welby and Peter Reed Published “India Gazette” a weekly newspaper, later in the year, 1818 James Buckingham Published a biweekly newspaper titled “The Calcutta Journal”. Until the Indian independence, 120 newspapers and periodicals launched in Regional and English language. The periodicals and newspaper before independence aimed at raising voice against the British Empire and spreading messages of Christianity amongst Indian masses. Since the time of “Hickeys Digest” the media scenario in India has changed a lot.

From 120 publications in the year 1947, in the last 70 years the number of publications has increased multifold. As per the Registrar of newspapers in India, there were 110851 registered newspapers and the periodicals in the year 2015-16. As per the data available with Registrar for newspapers in India, there are 14,316 Hindi publications and 2174 English publications in the country. English publications come second after number of Hindi publications; this data indicates dominance of English publications in India. As FICCI KPMG 2016 report print media has revenue of Rupees 289 billion, English publications dominate Indian, print media market after the Hindi language publications it shows significance of English publications financially. In the television media, English language television channels have significant presence across genres. There are total 528 English television channels permitted to operate in India. The television media market in India is worth Rupees 588 Billion, in this market English language channels commands viewership from niche segment of audience across genres. Data related to print and Television media indicates significance of English Language print and Television media in Indian media sector. Understanding the significance of English language media is
important because it is the integral part of the study. The following part explores reasons behind importance of English in the Indian media context and the role English media has played in India.

During pre-independence era, English news media played a role in building public opinion against the British rulers. Through English and regional news media people were made aware about the independence struggle and information related to people’s movement against the British power. Media played a significant role in building opinion and perspectives of the people in India towards issues and problems faced by people in India and response of British colonial power in the welfare of the people in India. The English media largely accessed by Educated and social elites. This is perhaps the reason behind emergence of freedom fighters from educated and elite of class in the initial years of the freedom struggle. The dominance of English news media continued for almost three decades after the independence. Its only in the 1979 Hindi publications surpassed circulation figures of English publications (Sonwalkar, 2002). After the independence English media’s role has changed, it’s editorial content largely related to concerns and issues faced by middle class. Crime, consumer, civic issues, environment, entertainment, culture, and lifestyle related news stories appear in English news media (Rao, 2009). After the independence along with raising issues related to Indian middle class, English news media has played its role in national integration and promoting secular values enshrined in the Indian constitution. Today for all major print media outlets and Television Broadcasting companies having an English news channel is essential in the bouquet. English publication or English news channel helps in connecting with the educated and the elite class of the country.

English news media consumer consists of roughly 8-10 % people of India’s entire population. However, this class controls many prestigious professions in the country. The profile of the readers and audience is such that English news media has significant influence over social and ruling elites. (Sonwalkar, 2002). Along with exerting pressure over ruling and social elites, English news media also leads to formation of “Split public sphere”. In India, news readers and viewers read or watch English news as well as regional language news papers. While regional media covers certain topics, English news media’s priorities are different. The difference between the editorial content between Regional media and English news media leads to formation of different perceptions about issues, topics and news related to the society and the
nation. Ideally, the public sphere should be unified in order to forming public opinion. However, due to the market considerations English and regional news media have different set of priorities, it leads to split in public sphere. (Subramaniam & Mahesh, 2007) Such is the influence of English news media on Indian public sphere. However, English news media has lesser number of audience but its status as ‘link’ language and its influence over public sphere is immense. These are the considerations while choosing English news broadcasters for the research.

2.2.4 Introduction of the Internet in India and its development

In August of 1995 Videsh Sanchar Nigam Limited (VSNL) brought internet in India and in two years internet subscriber base grew to 0.14 million. Inconsistent policies of the department of telecommunication were the reason behind the slow growth of the internet in those days; Indians paid $2 per hour for accessing the internet (Kohli-Khandekar, 2013). In the year, 1999 new telecom policy was formulated to encourage the development of telecommunication in urban and rural areas. This new policy made it mandatory to connect all district headquarters to the internet. Since the year, 1999 proliferation of internet gathered more pace.

It was the first step in widening telecom network not just in urban areas but also in rural parts of India. National Telecom policy set a target of high-speed internet connectivity using ISDN technology by the year 2002 in towns having more than 200000 population. Even though Department of Telecom (DoT) was trying to widen the reach of the internet but the penetration of broadband in India was very low until the year 2010. It had just 10.55 million broadband connections in the country by the end of October 2010 as against the target of 20 million broadband subscribers by 2010 set by the Broadband Policy 2004 (Department Of telecommunication; Ministry of Communication & IT; Government of India, 2011). However, the auction of 3G and BWA (Broadband Wireless Access) spectrum in June 2010 opened the gates for the availability of the latest technology and innovations for Indian consumers. (Department Of telecommunication; Ministry of Communication & IT; Government of India, 2011) 3G spectrum radically changed scenario of Internet connectivity in India. Since 2010 until 2017 broadband connectivity in India has grown exponentially. This growth was driven by wireless broadband connections, which are made possible through mobile phones.
As on April 2017, India has total 391 million internet subscribers out of which 370 million subscribers are wireless subscribers. (Telecom Regulatory Authority of India, April 2017). Although many significant numbers of users will be accessing the internet through shared infrastructure like net cafes, household computers and so on, half of the internet users will be accessing the internet using their mobile devices. (McKinsey & Company, December 2012). Availability of inexpensive Smartphone is a major factor in the phenomenal growth of the Internet. A Smartphone enables users to access social networking sites, access information and entertainment related content. The fast internet enables delivery of this content with even more efficiency. The growth of the internet is driven by the development of telecom sector in India, and as mentioned earlier, the spread of mobile phones especially the smart-phones has mainly assisted in the proliferation of the internet.

2.2.5 Mobile Phones, Current Scenario in India

As per 2011 census data, mobile phone penetration in urban India is 76% and Rural India it is 51 % whereas 59% households in India have a mobile phone ( Registrar General and Census Commissioner, 2012). These figures are a testimony to the growth of cell phones and the internet in India in last seven years. As per the data provided by Telecom regulatory authority of India (TRAI) as on December 2010, there were 752.19 million wireless subscribers in the country by April 2017 this figure climbed to 1174.60 million. The number of smartphones shipped to India in 109.1 million units in the year 2016 (IANS,2017). As mentioned earlier India has over 390 million internet subscribers that translate into 32.86 subscribers per 100 population, an Indian internet consumer uses 1000 MB internet data. (Telecom Regulatory Authority of India, 2017). These figures are a testimony to the spread of mobile phones in the country and propagation of mobile phones especially smartphones is instrumental in the growth of the internet in India.

2.2.6 Digitisation of Indian Television
The increase of the internet through mobile phones alone could not have created favourable conditions for media convergence process to take place. Digitisation of content was next process that further accelerated the process of media convergence.

Television content digitisation: Digitization is driving most of the changes in Indian Television business. Digitization is consolidating it and bringing in fundamental shifts in the television business. Until the year 2003 Indian television sets were capable of receiving analogue signals since the year 2003 direct to home operators started selling digital TV signals and digital set-top boxes to the customer. In the year 2011 legislation mandated digitisation of all television in all household in India (Kohli-Khandekar, 2013) that ensured digitisation of all household TV by the end of the year 2014.

Digitisation creates opportunities for the broadcasters to disseminate content through different modes. The broadcasters to reach out to the audience can use platforms such as IPTV (Internet Protocol Television), TV on the internet and mobile TV. Tata sky plus a service provided by TATA Sky DTH service provider is one such service where users can record the program and watch it later. YouTube can be used for distributing Television content on the internet, today media companies such as Rajashri, Shemaroo, T-Series are distributing content through special YouTube channels, Indian TV news channels have YouTube channels on which news channel content is streamed, even live news bulletins are streamed on TV News channels YouTube channel. Mobile phones used as screens for beaming Television shows using television-broadcasting frequencies, using this method live events viewed on mobile phones, but it lacks interactivity. Development of communication technology is a solution for streaming content over mobile phones, efficient data connectivity through 4G technology has enabled broadcasters to beam television content on mobile phones. Today iOS and Android apps developed by TV broadcasters are used for beaming live content. The process of propagation of mobile phones, the proliferation of the internet, and digitisation of content set the conditions for media convergence. Intense competition between TV broadcasters has also necessitated adoption of media convergence process by the TV broadcasters in India. Digitisation leads to the elimination of content which is not unique, i.e., music, news or such genre where there is any difference in two channels. Channel with a difference will stay, and the other will be eliminated. Digitisation as
Kohli-khandekar puts it as a “long tail,” it helps broadcasters to reach new markets and targets smaller segments of the audience with economic feasibility. (Kohli-Khandekar, 2013)

Implications of digitisation on Indian News broadcasters: As argued by Kohli-Khandekar in a cluttered television market in India especially in news genre where there is very little difference between two channels. The channel with the difference is likely to survive. In the era of digitisation, consumers have a choice to choose the channels they want to watch for this reason digitisation will have a significant effect on news channels. News has a share of six to seven percent in the Indian television market, over 400 regional and national news channels are competing for their share of this market. Survival in such competitive environment requires different content generation and distribution strategies. New media and process of convergence is helping Indian TV news media today. For increasing viewership, for reaching a new audience, and for going beyond geographical and regulatory boundaries Indian TV news media has adapted to new media and process of media convergence. It helped news broadcasters to create a new audience, generate buzz about the brand of the news broadcaster and initiate discussion amongst viewers watching the news channel. Adapting to new media and process of media convergence is helping news broadcasters to have the edge over their competitors.

Though general entertainment channels corner the large chunk of advertising revenue The news is an important genre on Indian television, and it is popular and has immense influence on Indian audience. The much talked about Loksabha election in 2014 was fought over the Television screen. Congress Vice-president Rahul Gandhi’s interview with Arnab Goswami for Times Now made an impact on the voters. The political battle fought over television through national and regional news channels. Bhartiya Janata Party’s then prime ministerial candidate Narendra Modi did almost 50 television and print interviews to international, national and regional news channels and newspapers and it created a buzz about Mr Modi (Sardesai, 2014).TV News channels have influenced not just the audience but the political and business class of the society as well. News has its place in Indian society, Indian culture and day-to-day life in this country. Therefore, it is important to know development, significance and its place in Indian society.

2.2.7 Evolution and perspectives on News in global and Indian context
News and journalism have developed over a period of over three to four hundred years. A journey, which started before the invention of printing technology, has today reached in a technological era of the internet. Today technology is important, with the emergence of the web; print and television are aligning itself according to the new medium. The news is a significant genre of print and television media, in changing environment news genre is repositioning itself. In such circumstances, it is important to understand emergence, evolution, perspectives on the news, and development of news. It would help in placing news in the era of digital media and internet.

The news is primary product of journalism and journalism is associated with activities carried out by people for collecting, analysing and publishing news. Journalism plays a role in society. It is involved in all the major public events; public personalities use journalism for their purpose, it provides a platform for public debate and can exert pressure for accountability. Journalism is an integral part of society the legal and regulatory system, ownership of organisations performing journalism, links with the political class, market forces and journalistic organisation exerts its influence on quality and practice of journalism. Journalism is insulated from opinions, values and backgrounds of people involved in the practice of journalism (McQuail, 2013). There are five perspectives based different influences on the practice of journalism. These perspectives are (Potter, 2016)

i. Political philosophy perspective
ii. Traditional journalistic perspective
iii. News working perspective
iv. Economic perspective
v. Consumer personal perspective

i) Political Philosophy Perspective: This perspective focuses on the question of what news should be and the focus of the news. This point of view advocates that journalism should focus on important events related to society and influential people delivering public roles, it seeks protection of journalism and journalists from government interference and emphasises reporting on public issues.
ii) Traditional Journalistic Perspective: It focuses on journalists’ viewpoint on news reportage, this perspective emphasises that journalist’s role is to inform and not pursue the reader or the viewer. According to this perspective, an event should be reported on the basis of newsworthiness determined by criteria such as timeliness, significance, proximity, prominence, conflict, human interest and deviance.

iii) News Working Perspective: It was developed by studies conducted on news gathering practices of news reporters, editors and other news workers. This perspective is not influenced by any other viewpoint, but news reporters develop it for speedy news reporting and news report writing. It involves news story formulas and processes to speed up newsgathering activities.

iv) Economic Perspective: This perspective focuses on return on investment, it looks at ways to earn more revenues by deploying fewer resources. Commercialism and marketing are two important characteristics of this point of view. News organisations construct large audience though narrating or reporting news stories with potential to attract a significant number of audience. Such constructed audience help in generating advertising revenues through renting audience to advertisers. It is an important perspective because of commercialisation of news influences construction of news in many cases.

v) Consumer personal perspective: Contemporary scenario in journalism is such that audience is seeking information as per their requirements. Hyperlocalism and Selective exposure are two aspects of this perspective. Digitisation of content has helped in targeting specific audience because the audience is getting fragmented into smaller lots. In general audience for news is diminishing in print, TV, and on the internet. The people who are accessing news are focusing particularly on the region, topic, issue or subject. This phenomenon is known as hyperlocalisation. Selective exposure is the other aspect of this perspective, due fragmentation of audience and availability of content as per demand has given rise to a tendency in the audience to expose themselves to content which conforms to their culture, value system, and understanding. In the digital era, this perspective is gaining significance as more and more news organisations are targeting a niche audience.

Consumer personal perspective is relevant in the internet era. The internet has implications for the relationship between journalism and society. The internet has relaxed formal and informal
control over the internet; it has helped in diversifying the content, style of journalism and nature and conceptualisation of audience. The internet has distributed power from fewer individuals to many people, and the interactive character of the internet has helped participation from the society through journalism.

Society is source and destination of news, it can affect choices of people, the reputation of a public personality, influence public opinion but journalism inherently lacks power, as it mediates between different forces in the society. It draws power from the friction and interaction between such elements, and the power of journalism is the outcome of the process of mediation.

The journalism or press is considered as the fourth estate of democracy; it is because of its role and influence it exerts over people. Journalism through means of different media inform people about public events, updates them on the political class, provides a platform for discussion and debate, and it connects the stakeholders of democracy. In democratic system role of journalism and media is significant. Journalism can be instrumental in formation of “Public sphere” as term derived by Habermas journalism helps in informing the citizens, educating them about political events, discussing public policies and providing a platform for discussing political ideas for political reform.

The emergence of the internet as a new medium has created new possibilities for journalism, new “public sphere” is emerging over the internet, and it is new because there is abundance and the free flow of information and complete freedom for public participation. The internet is going to be a stimulus for changes in the future. It is changing sources of Information for the people, and it is making information more diverse, it is changing distribution platforms and reception opportunities for consumption of news. Today news or information can come from any source through the website, social media, WhatsApp and so on, unlike olden days news getting distributed not just through newspapers, periodicals and TV news channels but through web platforms such as websites, social media, mobile apps as well. The site of reception is changing audience can reach out to the news content anywhere anytime of the day, and finally as mentioned earlier it is an interactive medium which supports participation and engagement of the audience. Such characteristics of the internet are changing journalism in the contemporary era. Today effects of the Internet on journalism are already visible. It has improved productivity of
journalists, new forms of journalism have evolved, blogs are emerging as competition to old media outlets, media’s role as a gatekeeper has changed, amount of user-generated content is on the rise, and finally media’s relations with influential people in the society has changed. (McQuail, Journalism and Society, 2013). Thus as the internet assumes a role at the centre stage, journalism and news media is accepting the change and repositioning it accordingly.

In the Indian context, journalism has played a significant role in the society, it has evolved from the days of the pre-British rule to the age of printing press, and now it is adapting to changes brought in by the internet age. Indian journalism is unique because it is diverse. Regional, ethnic, linguistic diversity of India reflects in Indian journalism. Here it is essential to understand how Indian journalism has evolved over a period of 200 years, different perspectives on Indian journalism and its present status.

In India, there are over 400 news channels and newspapers. The Number of newspapers, periodicals and news channels India is proof that average Indian stays informed about the significant events taking place in the country and around the world and interested in developing an opinion and perspective on the events happening around. There are several factors behind the massive consumption of news in India, world-over the consumption of print news is declining, however, in India, it is rising primarily because of rising literacy rate in the country. It is 73% as per 2011 census data which was 12% at the time of independence (Literacy In India, http://www.dataforall.org/dashboard/censusinfoindia_pca). Improvements in printing technology and enhanced financial support through advertising have helped newspapers to spread across length and breadth of the country after the year 1976. Educated and elites in the Indian society dominated the years after the independence until 1976. Lack of superior printing technology and weak financial resources available to newspapers made mass circulation very difficult; therefore after the enactment of vernacular press act of 1878 for next 100 years, Indian newspapers were restricted to the community of educated elite. (Jeffrey, 2010).

Robin Jeffrey has argued that are three media modes in India Peasant Mode, Print Elite mode, and mass media mode. The peasant mode was the era before the arrival of railways, telegraph and printing press where the message, new ideas, and information travelled by word of mouth through travellers, soldiers, and traders. The second mode of media in India started after
enactment of press act in the year 1878. It was the era when British ruled the country, railways and telegraph covered the country. It was the era when printed word was essential to stay in or seek power. At the beginning of the 19th-century media was elite in nature owing to a low literacy rate of 5% at that time and the English was the language of media. However, nationwide freedom movement gathered momentum because of print media. In this era two modes of media peasant and print elite coexisted, news and information related to freedom movement spread across the country through word of mouth mode while print media influenced and informed social elites about the freedom movement. The last mode is mass media mode where communication is occurring through print, film, Radio, and TV; it is a mode where information spreads to masses quickly. (Jeffrey, 2010). Introduction of Television in 1980 is instrumental in bringing mass mode of communication in India.

After 1991 economic liberalisation eased controls over TV media and that further accelerated information and news dissemination to masses in an efficient manner. The private satellite TV broadcasters added a new dimension to mass communication in India. Private satellite television channels are a new factor in the social and cultural milieu of India; it has redesigned entertainment, news, films and other fields of media (Mehta, 2008). As mentioned earlier first private news broadcast took place in the year 1995 and within 12 years in 2007 the number of private news channels climbed to 50, broadcasting news in 11 regional languages of India. Today India has more than 400 news channels that is the most significant concentration of news networks in the world. Television news has helped Indian democracy, it has provided a platform for Indians to learn about news and current affairs and it is also a platform which has encouraged debates and discussion related to diverse issues related to India. Rajdeep Sardesai argues that television defines politics in this country and it plays out on Television. (Sardesai, 2014).

Prannoy Roy breaks Indian democracy on the nature of media in different eras after independence in 1947. Roy argues that first 30 years after the independence was a “docile” phase of Indian democracy as 80% governments voted back to power. It was the era when media was weakest owing to weak financial resources and low literacy rates. The next phase after 1977 was “angry and volatile” phase when 60% governments voted out of power. It is the time when as suggested by Jeffrey Indian news media developed significantly because of advertising money was pouring in Indian media, printing technology developed that enabled newspapers to print editions from different cities. The final stage coincides with economic liberalisation in the
country which started after 1992. Private TV channels emerged, print media developed even further, and literacy rates in the country improved significantly. It is an era when people were better informed about their democracy, and that led to the reelection of 50% governments. (Roy P. , 2016). Pronnoy Roy argues that Indian news channels have played a significant role in strengthening the Indian democracy.

As argued by Jeffrey in post-liberalised India peasant mode, print elite mode and mass media mode coexisted. The evolution and development of telecommunication technology strengthened coexistence of three modes of media in India. Mehta argues that Indian television news channels thrive on what he calls Dense social networks” and “Oral culture”, (Mehta,2008) these networks of people and the oral culture fomented by the development of telecommunication technology. Indian viewers participated in news television debates through SMS and directly calling during the debate show thus getting involved in discussion and debate. Development of telecommunication technologies added some element of interactivity to otherwise one-way communication of television news. Development of the internet through wired and wireless mode has further improved connectivity, the emergence of Web 2.0 technologies and subsequent growth of social networks such as Facebook and Twitter has resulted in the formation of networks of people on the internet as well. On these networks, the discussions on social, political, business and other issues are taking place, where topics and problems raised by news channels are discussed. The response to Twitter hashtag (#) and people’s reactions on Facebook to news stories are one of the determining factors behind news channel’s news agenda. Telecom revolution shaped along-with development of private television in India. That has strengthened oral culture even further and formed new social networks hosted by the internet; it has helped television news channels to spread across length and breadth of the country and target news viewers beyond Indian shores. Telecom revolution in India has supported the growth of the internet in India which is instrumental in convergence which is taking place today. Understanding the growth of telecommunication technology purely in terms of technology and its influence over India’s one billion population is vital at this juncture. Development of telecom technologies has not just helped electronic media in India, but it has touched lives of many Indians and the manner in which government functions today. For this reason, it is important to understand the development of telecommunication technologies.
2.2.8 Development of telecommunication, Internet, and Facebook

In India first telegraph network was established in the year 1856. In the Indian context, the use of the telecommunication technology was restricted to military and government purposes even after independence. Telecom department was a subsidiary to post and telegraph which resulted in the lower allocation of funds to the telecom department as a result till the 1980’s telecom in India developed at a slow speed. In the year 1985, two separate departments were created for the post and telecommunication. A new ministry of communication was formed in 1986. Mahanagar Telephone Nigam Limited (MTNL) created for managing telecom services in Mumbai and Delhi, and the rest of the country telecom services were administered by Department of Telecom (DoT) (Kohli-Khandekar, 2013)

Economic liberalisation brought in a new era in the Indian telecom sector. In 1991 telecom equipment manufacturing was de-licensed, value services were declared open in the year 1992. (Department of Telecommunication). National Telecom policy declared in the year 1994 was next step in the expansion of telecom services in India. National telecom policy 1994 envisioned availability of basic telephone service in the rural areas and telephone connection on demand. (Department of Telecommunication, http://www.dot.gov.in/telecom-glance)

Introduction of mobile services on a commercial basis in November 1994, this is an significant landmark in the history of telecommunication in India, in the year 1995 mobile services started in Indian metros. (Kohli-Khandekar, 2013) Mobile services were expensive initially, however; New Telecom policy introduced in the year 1999 changed the scenario for private telecom service providers. This policy allowed private operators to provide national and international long distance services, it allowed revenue sharing, and it made spectrum management transparent. (Department of Telecommunication). Telecom policy introduced in 1999 reduced the cost of phone equipment and call charges (Kohli-Khandekar, 2013). Introduction of unified access license regime enabled license holders to provide collection, carriage, transmission and delivery of voice and/ or non-voice message over the network.
Internet services were opened in the year 1998 with an objective to encourage the growth of the internet and increase its penetration. As discussed earlier, Broadband policy of 2004 was introduced with an objective of making broadband services reliable and affordable in-order to provide applications such as tele-education, telemedicine, e-governance, entertainment, and employment generation. (Department of Telecommunication, http://www.dot.gov.in/telecom-glance)

With a slew of these measures teledensity in the country improved significantly. In the year 2003 teledensity was 5.11 % which increased to 89.9% in the year 2016, in rural areas it was 1.49% in the year 2003 which rose to 53.27% in the year 2016 whereas in urban areas teledensity increased from 14.30% in the year 2003 to 170.15% in the year 2016. (Telecom Regulatory Authority of India, April 2017, Department of Telecommunication http://www.dot.gov.in/telecom-glance)

The telecom network provided framework and infrastructure for growth of the internet in India. As discussed earlier the proliferation of internet in India is driven by the wireless internet. Since 2002 internet connectivity was available on mobile phones through GPRS, however, data transmission was not efficient in the case of GPRS. Introduction of 3G and Broadband Wireless Services (BWA) is a significant development in the direction of improvement of data transmission efficiency. Mobile 3G services introduced in December 2008, 3G and later 4G services greatly enhanced efficiency and quality of data transmission capacity. Today 1GB 4G data is available for Rs. 10, and the internet speed is on an average 4.1MBPS, and it is expected to improve further.

By internet connectivity in India a completely new business shaped in Indian media and entertainment sector. Digital media segment under media and entertainment industry is attracting much attention from the content producers and advertisers. In 2011 digital media advertising revenue was 15.4 billion Rupees which rose to 76.9 billion rupees in the year 2016. This growth is 28% year on year basis which is highest as compared to TV, Print, Radio and OOH (Out Of Home) platforms, digital media advertising is projected to grow over 30% for next five years. (KPMG India-FICCI, 2017).
Technologies and concepts such as the Internet of Things, real-time 360° viewing and cognitive technologies such as virtual reality, artificial intelligence, natural language processing is engaging digital media users better than a TV screen. Affordability, innovative concepts, and technology are the factors because of which digital media is likely to grow in coming years.

In digital media segment, social media is a significant platform. It is estimated that there are 299.7 million social media users today which is likely to increase to 477 million by the year 2019. Consumption over mobile phones is the primary driver for social media usage. Advertisement spending on Facebook pegged at Rupees 19.11 billion today which is likely to reach up-to Rupees 45 Billion by the year 2020. (KPMG India-FICCI, 2017). As quoted in FICCI-KPMG report 2017, Sourabh Doshi, Head media partnership, Facebook says that Facebook lives and videos are getting adopted by publishers, media entities, and public personalities to engage with the people authentically. In India Facebook is creating an opportunity to engage with millions of people in India. News media scenario in India shows that Public sphere in India includes traditional media, and now network media is emerging rapidly, i.e., many-to-many communication through social networking sites. In the Indian context since 2013, social media is emerging and providing a narrative space for smaller groups. These trends show that social networks will play a significant role in India’s public sphere (Belair-Gagnon, 2014)

Today use of the Internet is on the rise in India, and the trend is likely to continue in the near future as well. The internet may not have reached the entire population of India, but over 391 million internet subscribers is a significant number. Today access to the internet has changed the way Indians do shopping, do banking, pay their utility bills, consume news, watch films and many other everyday jobs. These changes have not occurred because people in India afford and own smart-phones and they have access to the internet. The transformation has happened because of changes in social, political, economic policies and technology over the past 70 years since the Indian independence. Economic liberalisation has accelerated the process of transformation.

In the context of media especially Television news media in India, the political, social, economic and technological changes have happened simultaneously in the last 25 years. The phenomenon
of media convergence as theorised by (Ruggill, 2009) surfaced in last decade because of rapid changes and synergy of political, social, economic and technological factors. From the year, 2013 convergence of media concerning the organisation, technology, strategy, tactics, and content started surfacing in the Indian context. In Indian news channels, all prominent national and regional TV news media outlets have existence over every platform hosted by the Internet other than TV. Indian news channels are offering the content through the websites, social networking sites, Android and iOS apps, YouTube Channels and so on. These platforms are used not just to engage existing and newer audience but to augment advertising revenues as well.

Today news prime-time is not limited to 8 PM to 10 PM every day; it is now 24X7. Somebody somewhere is consuming news. News outlets cannot be reluctant in adapting to changes in the media landscape.

In the Indian context, November 2008 Mumbai terrorist attacks were seen by millions of viewers not just on TV but online platforms as well. In the year 2009, the helicopter crash of then Andhra-Pradesh Chief Minister Y.S.R. Reddy was the first event covered extensively for the online medium. (Singh, 2016). In the year 2010, a series of tweets by the former Indian Premier League (IPL) commissioner Lalit Kumar Modi blew the lid over IPL scam and caused Lalit Modi’s ouster from the Board of Control for Cricket in India (BCCI). In the year 2011 noted social worker, Anna Hazare’s anti-corruption movement at Ramleela Maidan was not just covered in Print and Television, but it spread through online platforms as well. Twitter hashtags were used extensively for engaging TV news viewers in the news coverage and television discussion shows. In the year 2012 Nirbhaya Rape case and people’s agitations on Rajpath were discussed and coordinated on online and social media. Platforms such as WhatsApp, Twitter, and Facebook provided a space for debate and discussions amongst people of Delhi and all over India. The discussions of social media later dictated news agenda of TV news channels. Later 2014 Lok-sabha elections were the landmark event with respect to digital media in India. On 16th May 2014 as Bhartiya Janata Party won the Loksabha election with a simple majority under the leadership of Mr Narendra Modi, ndtv.com registered 13 billion hits (Singh, 2016, p. 349) before the results day, Mr Narendra Modi’s interviews attracted huge viewership on online platforms such as YouTube. Modi’s interview to a Hindi News Channel “India TV” garnered seven million views on YouTube till 16th May 2014 whereas Modi’s interview to an English news channel “
"Times Now" got more than two million views. (Sardesai, 2014). These events from 2011 demonstrated the potential of the internet, online news media, and social media.

2.3 News Dissemination on Social Networking Sites: Developments in India

Popularity and potential of social media in India is immense, and that is the sufficient reason to initiate an enquiry into the understanding various aspects of the internet, social media and more specifically Facebook is essential as this study focuses on the application of Facebook by Indian News Broadcasters. In the context of the study it is essential to understand the following aspect of the social media.

- The conceptualisation and Brief History of social media.
- The perspectives on social media.
- The perspectives on Facebook.
- News and social media.
- The Social media in the Indian context.

The next segment focuses on social media and more specifically on the Facebook. It aims to situate Facebook in the Indian context with respect to news and journalism.

The telecom revolution facilitated arrival and growth of mobile phones in India, as mentioned in earlier chapters spread of mobile phones lead to a proliferation of the internet in the country. There are over 1000 million phone users in the country and over 390 million internet subscribers. Access to internet especially in the wireless mode has enhanced internet connectivity to a great extent, and it has also helped in the growth of social media in India.

The growth of social media in India is phenomenal, as on July 2017 India has 241 million active Facebook users which is the highest number globally (IANS, The Hindu SCI-TECH Internet, 2017), microblogging site Twitter has estimated 23.2 million Twitter users in India. (Statista.com 2017). India has 242 million people in the age group of 10 to 24 years of age, the youth population of the country, which is highest in the world. (Central Statistics Office Ministry of Statistics and Programme Implementation Government of India (Social Statistics Division),
The youth population of India will drive social media usage in coming years. The interactions, shopping, recreation, entertainment, information seeking and sharing and other activities will occur largely through social media. In such a scenario, decoding social media would help in taking a nuanced approach towards it. Deconstructing it by way of varied perspectives, typology, scholarship, and theory would be helpful in placing social media in the framework of this doctoral research.

2.3.1 The conceptualisation and Brief History of social media

Social media refers to tools, practices, and ideologies emerged after the dot-com bubble burst in the early twenty-first century. It was an era when instant messenger and emails were popular modes of facilitating one to one communication. Social media emerged and evolved with an intention to form communities. The technology was developed to connect with people around the individuals. Social networks evolved and formed the basis to access information, ideas, and for connecting to people. Social media, which evolved to carry communities and communication to next level after dot-com, burst in an early twenty-first century. Social media has since moved to the centre of contemporary digital life. Facebook, Twitter, Instagram, Flickr and so on are tools of social media, they have spread globally with exceptional speed. The definition of social media as proposed by boyd and Nicole B. Ellison is

> web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system. The nature and nomenclature of these connections may vary from site to site. (danah m. boyd, 2008)

Social media sites emerged on the internet from the year 1997 with SixDegrees.com, it allowed users to create their profile and list their friends. Within the framework of definition proposed by boyd and Ellison, several social media sites emerged after 1997. (Figure 3: Timeline of the launch dates of many major SNSs and dates when community sites re-launched with SNS features)
In the last two decades, social media sites have evolved from smaller communities to the global level. People from different nationalities have joined various social media sites. Every Social media has different applications and different nature of engagement with the user. As argued by Castells people appropriate technologies as per their requirements and needs, Van Dijck also echoes the same arguments concerning social media sites, users have “negotiated” with social media platforms and various applications on these platforms. Habits such as chatting with friends
and acquaintances, sharing status, memories, and photographs, checking friends’ well-being, shopping, watching videos appropriated according to social media platforms. (Dijck, 2013)

2.3.2 Perspectives on social media

According to Dijck, there are four broad types of social media. Social Networking Sites (SNS), User Generated Content Sites (UGC), Trading and Marketing Sites (TMS), and Play and games sites. Social networking sites are the ones where users share status, memories, pictures, articles, news stories anything that is user finds interesting; users can check profiles of friends and check their well-being and so on. The social networking sites are available in personal and professional domains. Facebook, Google+, LinkedIn, Twitter are some of the social networking sites (SNS), the second type of social media sites are User Generated Content Sites (UGC) on these kinds of sites users can post pictures, videos, songs or any piece of their creativity. YouTube, Instagram, Flickr, Garageband are some of the UGC sites. The third type of social media sites are Trading and marketing sites (TMS), where users can buy or sell different type of products, request for gifting a certain product to a friend, rate a product and so on. Amazon, Flipkart, Quickr, are some of the TMS sites and finally, users access certain sites for gaming purpose the difference is users can play games with other users, can track their progress. Farmville, Sim Social are some the Play and Game sites.

As discussed earlier, social networking sites emerged after dot-com fiasco in the early 21st century. These sites developed on Web 2.0 technologies where connectedness and interactivity were at the centre of this technology. A new dimension of connectedness paved-way for many-to-many communication. Web 2.0 framework challenged the conventional mass media as means of content creation and distribution were in the control of the users. New empowerment achieved through interconnectedness allowed most neglected individuals to voice their opinion and marginalised communities to exert their influence. Social media sites granted a sense of community to people in a mediated environment. However, this connectedness of users was possible because of connectivity provided by social media sites. Van Dijck argues that the connectedness of users provides data about the behaviour of the user to social media sites which can be monetised by the social media site. The connectedness, participation, engagement, and
sociality of the users on social media sites provide valuable data about behaviour and actions of the users. (Dijck, 2013) On a social networking site such as Facebook “Like,” “Share” and “Comment” these actions generate data about the user. This data is used commercially targeted advertisements and brand promotion. In the offline world, the value and the influence of the person, adjudged by the connectedness of that person with the influential and prominent individuals in the society. In the online world, Van Dijck argues that “Popularity Principle” applies more contacts a user has or can make more contacts more valuable that user becomes. Van Dijck suggests that in social networking sites relationships are commoditised, i.e., when a user accepts a friend request that friend adds to the number of friends that user has, the number of friends a user has that determines the popularity of the user. As discussed above social media sites are of different types, for this doctoral research further discussion would be focused on Social Networking Sites(SNS) more specifically Facebook.

In the context of Facebook, a user can share memories, status updates, photographs, videos and so on. “Sharing” is a significant action on Facebook, for a user, the content he/she shares may influence, affect or evoke emotions of friends of the users, shared content may indicate mental, emotional, the social condition of the user, and it may influence the opinion of friends of the user. Van Dijck argues that “Sharing” has two dimensions attached to it first dimension of sharing as discussed above which has emotional value attached to it whereas the second dimension of sharing has a commercial value associated with it. Facebook algorithm collects and analyses “sharing” of the users, and the data generated provides insights into users’ behaviour and action. Such data shared for commercial purposes for targeted advertising and brand promotion. Such strategies help advertisers and brands to enhance the effectiveness of their campaigns.

Since the emergence and evolution of social networking sites, it has resulted in millions and millions of users have subscribed to it. Scholars and researchers have looked at various aspects of social networking sites. According to boyd and Ellison, some of the research strands are as follows.

1. Impression management and Friendship performance
2. Network and network structures
3. Bridging online and offline social networks
4. Privacy

The first strand of research is Impression management, and Friendship performance deals with self-presentation of the individual users and articulation of friendship link on social networking sites. It encompasses the study of patterns in status messages and other content shared by users and its effect on self-presentation. The second strand looks at the formation of friends’ network, the influence of profile of users in the construction of networks and other elements in the formation of networks. The third strand of research suggested by boyd and Ellison looks at links and connections between online and offline social networks, one of the findings of this strand of the investigation is online social networks support offline social networks, online acquaintances lead to offline acquaintances. Finally, some researchers also look at the dimension of privacy, social networks are interpersonal networks, and the information available related to every user is open to other users. Such transparency may lead to questions of privacy. How users negotiate with the issue of privacy is at the core of this research strand. Apart from these research areas researchers are also looking at usage and patterns amongst different age group, usage according to gender, socio-economic, ethnicity and so on.

Social networking sites involve millions of users worldwide. Association of a vast number of people on SNS has implications on offline communities and social life. As discussed earlier social networking sites extend offline conversations, online acquaintances lead to communication in offline mode. Van Dijck argues that social media is a new public sphere, a sphere formed on the borderline of private and public spheres. Manuel Castells calls it a grand technological convergence of mass self-communication and mass media. According to Castells mass self-communication which occurs through peer to peer networks or through social networks has a potential to reach a global audience through the internet. As communication technology is converging mass self-communication and mass media is getting involved in the interaction (Castells, 2007). McQuail suggests that the internet is creating a situation where information gateways a not controlled by few individuals, the site of content reception is mobile, and the audience is individualised and free to customise the content as per users needs (McQuail, 2013).
The potential of internet-mediated communication is such that over the past few years media businesses are trying to harness capabilities of the web. Castells argues that mainstream media is setting up direct links with horizontal networks to add a dimension of two-way communications, such links help in wider diffusion through multiple platforms. (Castells, 2007) The other feature because of which mainstream media adapt to networked media is two dimensions of sharing. The first dimension is it can communicate in horizontal-networked form this communication can be multi-modal or can happen through multiple platforms. The networked media also has a hierarchical dimension where production and distribution processes are vertically integrated (Ahy, 2016). The communication revolution has resulted in co-existence of interpersonal, mass communication, and mass self-communication Castells argues that today these modes of communication are interacting and complementing each other. Today technologically, telecom, computer and broadcast networks are converged (Castells, 2009).

The technological convergence of telecom, computer and broadcast networks led to consumption of content on mobile phones, the rise of social networks is possible because of mobile access to the internet. However, the use of news on mobile phones was possible due to the technological development of mobile interface technology and flat rate internet subscription. Westlund argues that touchscreen mobile and affordable internet subscription has changed the news consumption habits of the readers. Changing news consumption habits of readers has also led to developing content suitable for smaller screen or repurposing existing content (Westlund, 2012).

In such a converged media landscape, it is interesting to know how broadcast networks are using internet-mediated communication and social networking sites (SNS). The internet-mediated communication occurs through platforms such as the websites, social networking sites, YouTube and mobile apps. This doctoral research focuses on the link between broadcast news and social networking site Facebook. The following segment literature review focuses on broadcast news and its association with the social networking sites.

2.3.3 News and social media
Social networking sites are providing a new opportunity to news broadcasters for diffusion of news through social networking sites. With rising internet subscriber population, the number of SNS users is also increasing, for the users consumption of news on SNS is an integral part of SNS usage. Social networking sites are the platforms where users share, like, and comment on news and engage in deliberations on news stories (Al-Rawi, 2016). Sharing is one of the important aspects of Facebook, wherein users share information like status updates, photographs, videos, and other material with friends on their friends’ list. Researchers at Pew research centre in 2011 argued that if searching for news is the most significant development of the last decade, sharing news may be among the most important of the next ten years (Olmstead, Mitchell, & Rosentiel, 2010). According to Choi news consumption on SNS gives a sense of participation to users, by means consuming and sharing news stories users can engage with news on social media. (Jihyang Choi, 2014). In a research study done in the year 2010, it emerged that on online platforms news consumption is a socially driven activity, people participation in news occurs through sharing the news. (Purcell, Rainie, Mitchell, Rosenstiel, & Olmstead, 2010). The news content also plays a significant role in news sharing, Bobkowski suggests that news with information value has higher chances of sharing on social networking sites. (Bobkowski, 2015). Sharing news users can derive gratification as news can be a source for initiating discussions, on SNS news can be used for initiating deliberations amongst users of the social network. This dimension of news sharing comes from uses and gratification theory. Homero argues that the structure of social networking sites is such that for the users it facilitates information gathering and a discussion of the information with another member of the social networks. The interactivity coupled with organisation of information related to similar topics enhanced the way people get informed on SNS (Homero Gil de Z´uñiga, 2012)

The digital media allows users to consume hyper-local content and exposes to selected content. According to Choi news consumption on social networking site can be a solution to selective exposure. People less interested in news tend to expose or access the content which is entertaining in nature. Thus they are out of the process of deliberations over issues important for economy, significant socially and nationally. There is another set of people who have a lot of interest in the news, but digital media exposes them to such kind of news and communities, which is in agreement with their belief, ideology and political leaning. On social networking sites, news stories appear along with other updates, and such exposure to news may control and
contain selective exposure of people having varied level of interest in news. (Jihyang Choi, 2014)

Hermida suggests that news sharing is becoming the way people experience news today. Individuals involved in SNS activities prefer news shared by their friends, acquaintances, and journalists. On social networking sites, the gate-keeping function of the conventional media weakens, on SNS users read news stories which are forwarded by their acquaintances, friends, and entities they trust. Rising trend of news consumption on SNS shows that people engage in a variety of activities apart from personal interaction on SNS. (Hermida, Fletcher, Korell, & Logan, 2012). News sharing is on SNS has an economic angle to it, Kumpel suggests that sharing of news on SNS can improve traffic on the website, increase article views and drive news video consumption online thus helping news outlet economically. (Kumpel, Karnowski, & Keyling, 2015). Various perspectives on the association between social networking sites and news sharing illustrate the vast areas of research. There are several perspectives on affordances of different social networking sites. Following section discusses mainly two important social networking sites, Facebook and twitter. Technical capabilities of social networking sites determine the popularity of the site. The options every social networking site provides to users determine natures, extent and quality of the interactions and network formation on a particular social networking site. The discussion on literature would help in setting parameters of the current study in the context of a particular social networking site.

2.3.4 Comparing Social networking sites

The developments and popularity of social networking sites has transformed public sphere. The transformation of public sphere by means of social networking sites has happened because it provides forum for analysis, debate and expressing opinion. The role print media played initially shared by broadcast media later on and now being shared by social networking sites. The social networking sites are transforming print media “readers” and “audiences” in broadcast media and turning them into co-creators of content (Almgren & Olsson, 2015). A socially conscious media be it print or broadcast has to play a role in setting the agenda for transformation and developments of people for the political class and the society. Print and Broadcast media can
play this role through social media. The fundamental difference with social media however is that, the function of setting the agenda has moved from gatekeepers of information in print and broadcast media to the people and participants in the social networks.

Social networking sites have transformed media business, from “ink” economy it has changed to “link” economy. Earlier the newspapers shared only in physical formats, sharing broadcast news was even more difficult. Social networking sites has changed the scenario, today news content published on twitter feeds or Facebook pages of a social networking sites shared easily on social networks. Social networks have transformed a common reader and audience in to a node of information sharing. This phenomenon makes social networking sites an important conduit for reaching out to number of people through social networks (Baresch, Knight, Harp, & Yaschur, 2011)

The internet-hosted platforms such as social networking sites exert their influence through connectivity and content offered on these sites. The storage, replicability, mobility provided by the internet to social networking sites is resulting in immense popularity of social networking sites world over. Important aspect of social networking sites is that it is changing the conceptualisation of audience. The audiences of Television, Radio and Print tend to be characterised by qualities such as biased, emotional, withdrawn, individualised, and hidden. The users of the internet and platforms using the internet is opposite of audience member of Print, Television and Radio. Users of the internet are tend to be rational, participatory in nature, exposed to shared experience of the media and visible to the source of the message. The interactivity and bi-directional nature of social networking sites seek directed attention unlike Television or Radio. Social media is changing practices that are thought to be stable. It is blurring boundaries between personal and mass communication, control and freedom, private and public and many other aspects related to day-to-day life of common people. Social media is changing the way people communicate with each other and it is creating opportunities and challenges for the people engaging in communication with others. The influence of Social media is such that it is creating a new type of community, a community which has every characteristic of community created in unmediated or broadcast communication yet it is different from communities connected by unmediated or broadcast messages.
Networked communities created by social networks or as Baym and boyd call it networked public. The networked public are reorganised by networked technologies. These technologies not just reorganise the public, it also constructs a space for congregation of networked public, their engagement and interactions between members of networked public. It also forms a virtual group or collective that emerges out of different types of people, technologies and practices. The public formed with the help of network technologies are virtual. The participants of networked public come from diverse socio-economic background, separated by distances, but they gather in virtual spaces created by social networking sites. The congregation of public in networked spaces is for social, cultural and civic purpose. Such networked spaces help individuals to connect with people beyond friends and relatives of the individuals. The function of networked public is similar to public formed by unmediated communication such as large public rally or communities formed by broadcast mediums but the similarities end here. In networked public the underlying structure is such that network technology control the flow of information and how people interact and engage with the information flow and the way they interact with each other. The architecture whether it is technical or the way it forms the community or the public that distinguishes networked public from other type of publics. The difference between networked public and other type of public mentioned above is the technological interface and the technical capability of the networked public. The technical capabilities of networked public open several ways of interactions, it changes the way constituents of networked public participate in activities in networked spaces.

The affordances of or possibilities of actions in networked publics starts and establishes new practices. These practices in networked publics developed because of possibilities of actions available to participant do not alter or change the behavior of the participant but it provides several possibilities to a participant to engage in networked publics. The value of social networks forming networked public depends on technological architecture of the social network. It provides options or possibilities of engagement in the networked public through a particular social network. The options or possibilities of actions results in certain developments with respect to interactions, content and type and extent of engagement. The participants in networked public have to negotiate with developments while engaging in activities of networked publics formed by social networks. This point elucidated in the context of the present study of convergence of content of Indian English news channels. The news broadcasters have to consider
affordances of each social network while sharing content on each social network and affordances to social network users. The users while engaging with news content in social networks takes cues from nature, type and extent of engagement with news content and further takes actions on content published on social network. The action can be comments, reactions on content or sharing of it. As participant in social network and subsequently in larger networked public news broadcasters have to consider options provided by each social network and its subsequent developments while sharing content on social networks. (Baym & boyd, Socially Mediated Publicness: An Introduction, 2012)

The option each social network provides to each participant shapes the networked publics formed by the social networks. The properties of social network, the kind and extent of interactions that occurs in the social network differ in different social networks. The affordances or options each social network provides to user are different. There are several social networking sites, Facebook, Twitter, Instagram and snapchat are the most popular social networking sites. Each of these sites has different affordances. Facebook is a Social media platform founded by Mark Zuckerberg in the year 2004, the site connects people with family, friends, acquaintances and businesses from all over the world, it has over 1.46 billion subscribers globally, and India has maximum number of Facebook users in the world that is over 240 million Facebook users. (Press Trust of India, 2017). Facebook allows users to post pictures, videos, and all type of media. It allows users engagement through likes, reactions, comments and shares. Twitter is a real-time social network that allows users to share updates in 280 characters. Users like a post by other users by marking it as a favorite or share it by retweeting it. Users can engage in conversations by mentioning a particular user, express opinion using #hashtags and provide replies to tweets posted by other users. Globally Twitter has 330 million users and in India, as on May 2016 it has 41.19 million users (Statista, statista.com, 2016). Instagram is a photo sharing software; it allows users to modify pictures by means of applying filters and cropping the image. Instagram shares images instantly on Facebook, Flickr, Twitter and Foursquare. It has over 300 million users worldwide. Snapchat is a social app that allows users to send and receive time sensitive photos and videos known as snaps. The snaps rendered hidden after the time limit expires. Users can add graphics and text to the snaps and users have options to control recipients of the message. (Stec, 2011). Flickr, Foursquare, Google+ are some of the other social networking sites.
Each of these social media enables users to engage by means of commenting, reacting, and sharing and so on. There are restrictions on type and nature of content posted on each of these social networking sites. Each social networking site have smaller or larger users base. These properties of different social networking sites results in different levels of influence in people. As argued by Baym and boyd the technological architecture determines engagement of users with a particular website, the affordances of social networking sites are also determining factor in popularity of a social networking site. In the case of Facebook vis-à-vis Twitter, Instagram and Snapchat; Facebook allows unlimited number of characters in a post, it allows users to post pictures, text, graphics, and videos and so on. As compared to Facebook other social networking platforms, restricted either to particular types of post or length of posts. In terms of popularity, Facebook is far ahead of other social networking platforms globally and in Indian context. In Indian context by means of affordances and its popularity, Facebook is enabling people to engage in variety of interactions, and it reaches out to a large number of people thus influencing larger networked community. The quantitative data and literature review indicate that Facebook as a platform largely represents social networking sites today and that makes it a suitable platform for studying phenomenon of media convergence in the context of present study.

2.3.5 Social Media in India

The big numbers such as 1000 million mobile phone users, 390 million internet subscribers, and 290 million active Facebook users do not tell a story about how India evolved on global social networking map. This evolution did not take place overnight or within a few years. Certain facts which discussed earlier should be recapitulated at this juncture. After the independence, the population of literate people increased consistently over the years which stand at 73% as per 2011 census data. The Indian economy liberalised in the year 1991, two sectors which opened for private investments were telecom and media. The policies related to telecom and media fields liberalised that ensured revolution in telecom and media sectors in India. Liberalisation in telecom led to the arrival of mobile phones, availability of equipment at affordable cost, opening and auction of 3G spectrum that resulted in internet access at a reasonable price. While telecom revolution was taking place, a revolution in Indian media also took shape. Private TV news and
entertainment channels ensured diversity in entertainment, news and current affairs programming. The arrival of private news channels brought vibrancy to Indian news media segment, and that helped in strengthening Indian democracy. The diversity of news outlets assisted in creating better-informed citizen. All these factors came together, and that has assisted in popularising social networking sites in India. One notable example of rising popularity of social media is the way politicians used social media. India’s Prime Minister Narendra Modi is perhaps one of the first politicians to understand power and popularity of social networking sites. According to Pal, in the year 2011 Narendra Modi then chief minister of Gujarat opened an account on Facebook and posted a message for seeking support from voters. There was no activity on this page for almost a year, in the year 2012 Narendra Modi posted a personalised message on Facebook seeking support from the voters later on 31st August 2013 Narendra Modi did an interactive program with Ajay Devgn for Google+, Mr Modi was the first politician to engage in such interactive platform. Within two months, Narendra Modi got over a million followers on Twitter. Such is the effect of social networking site that the influential people seeking power cannot ignore. (Pal, 2015). While politicians were embracing social networking sites for reaching out to people, Indian media was not far behind.

World over broadcast organisations are harnessing internet-mediated communication to increase viewership, increase audience engagement. In the Indian context, social networking sites are significant stakeholders in the new public sphere in India. With over 390 million internet subscribers and 240 million Facebook users, the internet-mediated communication is essential in the Indian context. Indian media organisation are adopting internet for production and distribution of content. Growing influence of social media and its effect on media landscape in India has forced the Indian government to focus on social media. In the year 2014, a committee formed under the leadership of Mr Sam Pitroda recommended the formation of the third wing under Prasar Bharti along-with Doordarshan and Akashwani (AIR). The committee recommended the formation of Prasar Bharti Connect through which all social media activities of Prasar Bharti coordinated. Power and reach of social media are such that public broadcaster of India which has unmatched terrestrial and satellite coverage over India and Radio network beyond any competition had to adapt to it. (Prasar Bharati, 2014)
Prasar Bharati report emphasises the usage of social media; it indicates that social media has emerged as one more alternative for mass communication in India. The number of people associated with internet-mediated communication platforms in India indicates towards the penetration of these platforms in the country.

- Facebook: 213 Million (Statista, Facebook users by country | Statistic)
- Twitter: 23.2 Million (Statista, Statista.com)
- YouTube: 180 Million (menon, 2017)
- WhatsApp: 160 Million (Statista, WhatsApp: MAU in India 2013-2016 | Statistic)

In the year 2016, A sample survey conducted in India where respondents were in the age group of 15-34 years. This survey was carried out by Centre for the Study of Developing Societies (CSDS) in partnership with Konrad Adenauer Stiftung (KAS). In this survey, it has emerged that between 2014 and 2016 Facebook use has increased by almost 300 %. After WhatsApp, Facebook is a popular social networking site amongst the youth of India (LOKNITI-CSDS-KAS survey: Mind of the youth, 2017), these figures indicate that social media is popular amongst Indian internet users and Facebook, is one of the top-ranked social networking sites in India.

Indian subscribers are using the internet for several reasons; along with checking emails Indian subscribers are using it for e-commerce, e-banking, e-shopping, paying utility bills, for news updates and entertainment and for browsing social media. (Vaidyanathan, 2012). Indian media is at different levels of convergence adoption, Indian media outlets engaged in tactical convergence and informational convergence in the case of breaking news. However, Indian media has not brought structural changes in the organisation which would supplement media convergence practices. India has growing print media market as compared to a global scenario that has led to the slower adoption of media convergence practices by Indian newspapers. The number of phones in India is multiplying rapidly; Indians are increasingly accessing the internet using phones, and in such a scenario media convergence adoption in India may not follow steps as followed in Europe, America or other parts of the world. (Mishra, 2014)

News media scenario in India shows that Public sphere in India includes traditional media, and now network media is emerging rapidly, i.e., many-to-many communication through social networking sites. In the Indian context since 2013, social media is emerging and providing a
narrative space for smaller groups. These trends show that communication networks will play a role in India’s public sphere (Belair-Gagnon, 2014)

In the Indian context, convergence process has picked up the pace. Indian national and regional news channels have created presence over the internet. Through internet-mediated communication platforms, Indian news channels are connecting with the audience. The figures of Facebook, Twitter, and YouTube followers of top Indian English news channels show that now social media and internet-mediated communication has developed as a mode of mass communication in the country. The growth of Internet-mediated communications has influenced news media broadcasters in some ways. It has influenced the way content is produced by the news channels, it has changed the way content is distributed by the news channels, and it has changed the way viewers access the news. This doctoral research in next chapter intends to understand how the internet has influenced news channels in India.

<table>
<thead>
<tr>
<th>News Channel</th>
<th>Facebook Followers</th>
<th>Twitter Followers</th>
<th>YouTube Subscribers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Times Now</td>
<td>5.2 Million</td>
<td>7.99 Million</td>
<td>448,273</td>
</tr>
<tr>
<td>India Today</td>
<td>9.2 Million</td>
<td>4.48 Million</td>
<td>303,753</td>
</tr>
<tr>
<td>CNN News 18</td>
<td>5.7 Million</td>
<td>3.74 Million</td>
<td>213,604</td>
</tr>
<tr>
<td>NDTV 24X7</td>
<td>7.1 Million</td>
<td>10.1 Million</td>
<td>1,230,207</td>
</tr>
</tbody>
</table>

Table 1: Facebook, Twitter, and YouTube followers of prominent Indian English news channels. (Data as on 27th September 2017 retrieved from Facebook, Twitter and YouTube)

2.4 Summary of Literature Review

Literature review in the first segment encompasses perspectives on electronic media, the emergence of digital media, and the convergence of electronic media with digital medium and merger of media with the internet. It sets the broader framework for the doctoral study. The
literature review further explores literature in the context of media convergence phenomenon. It
delves into concepts of convergence, types of convergence and various perspectives on
convergence. It emerged from the literature review that convergence is a broad concept and
exploring convergence may not be practically possible although it did provide a thorough picture
of convergence and diverse possibilities to explore media convergence.

In the Indian context, the internet is firmly establishing itself as a medium on the back of rapid
development in the telecom sector in the country. The development of telecom has supported the
exponential growth of the Internet and that has placed India on the global internet map. The
number of internet subscribers in India and continuing growth in the number of subscribers
makes a study of the internet and its various dimensions relevant.

The news as a genre is an important area of study because of its significance in Indian society. A
large number of print, broadcast and internet news outlets substantiates that news is an important
genre in the Indian context. It emerged from the literature that Indian society has a large appetite
for news. News has its place in Indian society, it has played an important role in serving the
Indian democracy, and that makes a study of news essential in the Indian context. Post economic
liberalisation in 1991 private news channels mushroomed at regional and national level. The
number of news channels in India makes is interesting subject for study. While print and
television news jostled for capturing a larger share in Indian news market, the Internet added to
existing competition. Indian news consumer today is satisfying informational needs via various
internet platforms such as websites, mobile apps and social networking sites. Legacy media
organisations like print and broadcast news outlets embraced the internet with an objective to
engage viewers and increasing readership and viewership. It is in this competition to corner more
substantial market share, media convergence emerged in the Indian context.

While there are studies concerned with news in India, Television in India, development and
growth of telecom and Internet in India. The studies related to the convergence of media are
available in rarity. This doctoral research endeavours to fill the gap in understanding emergence
and development of media convergence in the Indian context. The literature review has helped in
defining the precincts of the study. The present study investigates the convergence of content of
news broadcasters via social networking sites more specifically Facebook. The analysis of
empirical data through the theoretical lens can provide insights into the development of media
convergence in India, and this study can provide future trends in Indian television news media in the digital era.

2.5 Theoretical Basis of the Study

The development in the internet-mediated communication has caused changes in many industries. New concepts, theories are developing because of a change in mediated communication. Amongst many industries, the media industry has undergone vast changes as a result of computer-mediated communication. From content production process to distribution, internet-mediated communication has altered many aspects of media industry of the twenty-first century.

The nature of digital media is interactive which encourages audience engagement and participation in the consumption of media content. The media of industrial age had top-down, hierarchical structure where communication is mostly in one-way mode. Whereas the media of information age has horizontal structure, the communication takes place in a two-way manner. These features of digital media have changed the way audiences perceive media and its content. Interactivity or two-way communication has caused fundamental conceptual changes concerning audience. In conventional mass media mode, the communication follows one-way channel of communication, the audience in such scenario has minimal scope to provide feedback that makes audience passive. On the other hand, the interactivity of digital media empowers the audience to do something with the media content. The audience can Like, Share, or comment on media content or they can store it and even alter it as per their requirement. Such capabilities of digital media allow the audience to engage and participate in media experience and that changes conceptualisation of digital media audience to active audience.

The growth of horizontal networks or peer-to-peer networks has occurred due to capabilities mentioned above. The horizontal network user is not passive, digital media which hosts
horizontal networks allows the user to experience, engage and participate with the media. Manuel Castells has articulated that new communication technologies have helped “social movements” and “insurgent politics,” the political class and media have realised power and potential of new communication space. To gain power from the new communication space mainstream media and mainstream politics have invested in new communication space. Castells argues that such involvement has caused a shift in the public sphere from institutional setup to new communication spaces.

“Media businesses aim at positioning themselves in the Internet-mediated communication realm; mainstream media set up direct links to the horizontal network of communication and to their users, so becoming less one-directional in their communication flows, as they relentlessly scan the blogosphere to select themes and issues of potential interest for their audience; actors striving for social change often use the Internet platform as a way to influence the information agenda of mainstream media; and political elites, across the entire political spectrum, increasingly use the ways and means of mass self-communication, because their flexibility, instantaneity, and unfettered capacity to diffuse any kind of material are particularly relevant for the practice of media politics in real time.” (Castells, 2007)

As Castells suggests for gaining power, the mainstream media has shifted its focus to new communication space that hosts peer to peer, horizontal networks. The mainstream media is establishing links with the horizontal networks. The primary reason is to scan new communication space, find out subject and issues that interest the audience in new communication space accordingly customise the content. Such links also help mainstream media to become less one directional and assist them in the wider diffusion of the content. In the context of this doctoral research, Castells’ arguments provide theoretical reasons behind developing links between mainstream media and horizontal networks. The Facebook, Twitter and YouTube following and subscription figures of top four Indian English channels establishes nature of links between broadcast media and horizontal networks such as Facebook, Twitter, and YouTube. Castells argument provides a theoretical grounding for understanding enhancing links between mainstream media and social networking sites and in the context of this research it provides a theoretical basis for television converging with the internet. It provides a theoretical
framework for association and convergence of content occurring between news broadcaster and the Facebook page. This doctoral research empirically looks at trends in the development of links between broadcast news and Facebook.

The analysis of the links between the broadcasters and their respective Facebook pages can explain the nature of links and the evolutions of the link between broadcast news and Facebook. Alongside seeking power in and from the new communication spaces, the mainstream media has to create content that can build an audience for them. Emergence, popularity, and potential of new communication space are such that mainstream media or in current research context the news broadcaster will have to engage the audience with every platform audience migrates. Jenkins conceptualises convergence as the flow of content across different media platforms.

“The flow of content across multiple media platforms, the cooperation between multiple media industries, and the migratory behavior of media audiences who will go almost anywhere in search of the kinds of entertainment experiences they want.” (Jenkins, 2006).

As discussed in previous chapters in India communication revolution has improved connectivity. The proliferation of mobile phones, and wireless internet connectivity through 2G, 3G, and 4G networks has improved significantly, that led to popularity and phenomenal growth of social networking in India. News broadcasters wishing to engage the audience on new media platforms enhanced their presence over the internet. Jenkins’ argument related to flow of audience theoretically highlights the need for providing content to the audience, which can give rich media experience to them. On platforms hosted over the internet, the audiences are empowered to customise their media experience, in such a scenario providing content as per the need of the audience is essential. Thus for a broadcaster, for internet medium, repurposing content may not work, and broadcaster will have to devise a strategy for engaging the audience in new communication setup. Arguments put forward by Castells can explain the change in nature of Facebook posts. Telecommunication, computer, and broadcasting networks have converged, such convergence necessitates that the elements of Telecommunication, computer and broadcast networks will have to adapt according to change in any one area of convergence. As Castells has observed in converged media landscape role of television has changed.
“Television is still the dominant medium of mass communication; it has been profoundly transformed by technology, business, and culture, to the point that it can now be better understood as a medium that combines mass broadcasting with mass narrowcasting.” (Castells, 2009)

Social networking sites are driving the change from broadcasting to Narrowcasting, with better internet data transmission, news broadcasters will have to share video content for providing well-customised experience to the audience through social networking sites.

Adapting to the process of media convergence and improving content for converged media landscape is essential for news broadcasters. However, along with technological, and content, specific reasons adapting to convergence is essential for survival in the media landscape of Information age. As Jenkins puts it

“Convergence requires media companies to rethink old assumptions about what it means to consume media, assumptions that shape both programming and marketing decisions. If old consumers were assumed to be passive, the new consumers are active. If old consumers were predictable and stayed where you told them to stay, then new consumers are migratory, showing a declining loyalty to networks or media. If old consumers were isolated individuals, the new consumers are more socially connected. If the work of media consumers was once silent and invisible, the new consumers are now noisy and public.” (Jenkins, 2006)

Convergence has changed the Television, Television genres, Reception, and conceptualisation of audience. In such environment, mainstream media cannot run their business with strategies designed for media of the industrial era. For the sake of survival, mainstream media will have to adapt to convergence. Beyond the power, money, viewership attached to digital media survival of mainstream media hinges on adapting to convergence.

The internet and the internet-mediated communication have influenced ordinary citizen, and it has the power to seek accountability from the government and other institutions delivering public duties. The internet is today part of a new public sphere, as conceptualised by Jürgen Habermas, it is an open space for social elites and informed common people where widespread participation is possible for deliberations and discussions. On the internet information is available from
multiple sources, no one can control the source of information thus opportunity is available to ordinary people to acquire information. Restricting alternative viewpoints is not possible on the internet. Discussions and deliberations are taking place over the internet, and that is encouraging social movements with or without a support of any political institution. A prime example of such social movement is 58 Maratha community rallies organised in the state of Maharashtra in India where thousands of people from Maratha community gathered to demand reservations in government jobs and educational institutions. The discussions and deliberations on these rallies took place over social networking sites such as Twitter, Facebook, and WhatsApp. These platforms were open forums of discussion on demands of Maratha community and deciding the future course of the movement. Maratha community agitation and rallies are the most recent example of internet-mediated communication where it has proved to be effective. Anti-corruption agitation led Anna Hazare in 2011, agitation by people after Nirbhaya Rape case in 2012 are some of the instances in which the internet provided a space for open discussions and a movement on the mass scale. As argued by Castells the political class and corporate media has realized the power of new communication spaces created by the internet, there links with this new space has resulted in convergence (Castells, 2007). These contemporary instances are a testimony to influence of the internet on the public sphere.

The ever-growing influence of the internet on the vital stakeholder in the public sphere that is the “public,” for this reason understanding role of internet-mediated communication in the public sphere is essential. Social networking sites are one of the essential elements of computer-mediated communication, through these sites mainstream media is establishing a link with the internet. The concept of public sphere can provide grounds for the understanding association between mainstream media and the internet through social media sites.

To summarise, this doctoral research looks at the convergence phenomenon in India with the help of conceptualisation of convergence as the process of content flow to multiple media platforms as argued by Henry Jenkins. Enhancements in the linkage between mainstream media and social networking sites because of technological convergence between telecom, computer, and broadcast networks as noted by Manuel Castells. The concept of public sphere proposed by Jurgen Habermas which would help in determining intentions of mainstream media in establishing and enhancing links with the social networks. Finally, in the era of the internet-
mediated communication social networking sites are attracting a lot of attention and engagement from many people. The existence of mainstream media, i.e., Broadcast and Print is under question, in such a scenario Castells argues that interpersonal, mass communication and mass self-communication will coexist, interact and complement each other (Castells, 2009). Castell's argument will be a theoretical lens for looking at coexistence of three modes of communication in India.

2.5 Research Questions

• What is the rationale behind adapting to content convergence?
• What is the role of social media more specifically Facebook in content dissemination?
• How important is Facebook for news broadcasters for news dissemination?
• How has the use of Facebook by news broadcasters changed over the study period?
• What type of posts have been published by television news broadcasters on Facebook?
• How has the proportion of posts type changed over the study period?
• How has the nature of posts published by news channels changed over the study period?

2.7 Objectives of the study

• To understand media convergence phenomenon in India in the context of TV news channels;
• To understand rationale concerning the use of the internet for dissemination of news;
• Understanding motives for usage of Social Networking Sites for News dissemination.
• To understand quantitative trends in content dissemination over Facebook by news channels;
• To interpret qualitative trends in content dissemination over Facebook by news channels;
• To understand the relationship between expansion of the internet and convergence news content; and
• To understand role of TV news in converged environment.

2.8 Conceptual Framework

The Indian media and audience are experiencing the convergence of media over the past decade. Films, general entertainment, sports, news, every genre has transformed, and the process is still in progress. This doctoral research focuses on news genre more particularly television news channels. Print news media outlets are growing at a good pace with improving rate of literacy, better printing technologies and several regional newspapers and editions of large newspapers have ensured that print media reaches to remote corners of India. (Malvania, 2017), However, Television news is facing stiff competition from the digital platforms hosted on the internet (Furtado, 2017) and therefore it would be essential to see how Indian news channels have adopted to convergence with the digital medium.

2.8.1 Basis for choosing three Indian English News Broadcasters

There are over 400 news and current affairs TV channels in India, most of them dedicated to a particular language, and a particular region in the country. While the study of a particular language or regional news channels may provide insights into media convergence at the regional level but such a study may not provide a nationwide perspective on the research topic. Penetration of the Internet in India was the other factor considered while choosing a particular language. English is spoken widely in almost all regions and states of India. As a result, English news channels have nationwide viewership. Therefore three English news channels have been selected for the study by considering their viewership ratings during the study period. As per criteria mentioned Times Now, CNN New18 (Erstwhile: CNN-IBN) and India Today (Erstwhile: Headlines Today) are chosen for the study, during the study period channels under study commanded English news market share of over 70%.
2.8.2 Media Convergence study in the context of convergence of content

The critical part of this doctoral research is the concept of convergence; this study focuses on a phenomenon of Media Convergence. However, Media Convergence has different types, meaning, and interpretation. The literature review covers all aspects of convergence, here it will be mentioned in brief, and the concept of convergence in this doctoral research elaborated further. A media firm described as convergent in two senses; one is by merger and acquisitions of other media outlets media firms become larger and the other sense is the manner in which media firms are adapt to convergence (Meikle, 2011). To refine the typology given by Meikle, the Swedish agency for innovation system (Vinnova) has described four types of convergence; those are services, electronic appliances, networks and market convergence. Service convergence is about content or services provided on an alternative channel other than the traditional or original channel, electronic convergence is when the electronic appliances are combined, for example in the case of 3G or 4G enabled Smartphone, along with talking, on the Smartphone audio-video content can be viewed. The third type of convergence is network convergence where integration of different infrastructure occurs, for example in the case of the internet; it acts as a publishing platform as well it provides an opportunity to give feedback or allows two-way communications. The last type of convergence is a market convergence where because of first three types of convergence market players in the traditional area of operations tap other areas for revenue generation (Appelgren, 2004). Rich Gordon posits other interpretation of convergence; he has proposed five meanings for the concept of convergence. First is a convergence of ownership means ownership of various content or distribution channels by one media firm, the second one is a convergence of tactics where media firms harness capabilities of the internet by strategising tactics for content creation, distribution, marketing and revenue generation. The third meaning is structural changes in a media organisation where different roles in traditional media setup are integrated to deal with converged media environment. The fourth meaning of convergence is the news gathering practices get converged, a journalist not just gather information from traditional sources but also gather information using the new medium. The last and the fifth meaning of convergence is presentation convergence, with the integration of the print, TV and the internet, conventional forms of presentation also change, it is known as the convergence of presentation. (Gordon, 2003)
It emerges from literature review and above section that Convergence as a phenomenon encompasses technology, content, strategy, tactics, organisation and business aspects. It is associated with Telecom, Technology and media business. This study focusses on convergence in the context media convergence. It investigates content convergence practices adopted by TV news broadcasters through Facebook.

### 2.8.3 Rationale for choosing Facebook for content convergence study

Indian Television news broadcasters are utilising the internet for content dissemination since the time Internet emerged as a medium. Broadcasters have their presence on the internet as this medium, and various platforms hosted by the Internet grew in popularity in India, by using websites, social networking sites, and development of mobile apps based on iOS and Android mobile operating system, broadcasters pushing news content to the audience. The content on different platforms has changed over a period of times; on each platform the frequency of refreshing the content is different. Further, different news organisations as per their organisational priority to the internet have updated and developed the media platforms at different times over the past decade. In such a scenario Studying content convergence on all platforms is practically tricky, other reasons for concentrating on a particular platform are as follows.

1. All internet platforms have developed over a period of two decades, collecting reliable data for a particular broadcaster across all internet platforms over a long duration of time is difficult.

2. Content on a website is dynamic and it gets updated at regular intervals, collecting all the data for a more extended period is difficult. A large number of hyperlinks, Webpage associated with different sections of the newspapers create a significant amount of data that is also dynamic, analyzing such a large amount of data is practically difficult. As a result, websites of news channels kept out of the purview of this study.
3. Access to the internet through 3G has improved data transmission on wireless networks since the introduction of 3G technology the data tariffs flattened due to competition between mobile telecom service providers in India. It helped Indian consumers immensely as watching streaming videos on the mobile internet became cheaper. Since the year 2013 news broadcasters aggressively pushed streaming videos on iOS and Android mobile phone apps. In India internet Mobile apps based on iOS and Android is a relatively recent phenomenon. Additionally, mobile apps cater to the audience using only Smartphone, and the data does not provide a holistic picture of how much of news content accessed by the user on smartphones and other platforms. To get insight into convergence practices holistically, just a study of mobile apps may not be sufficient. Audience access the content on the laptop and personal computers, to get a comprehensive overview of convergence, the study of a platform which has easy accessibility, was considered ideal.

One platform that has developed, it is accessible and popular is social networking sites. Facebook, Twitter, Instagram, Whatsapp, YouTube and several others are very popular with the Internet subscribers worldwide. Since the year 2010 number of users subscribing to social networking sites has increased exponentially, in 2010, there were 97 million social networking sites users, by the end of the year 2016 this number reached to 2.34 billion (Number of social media users worldwide 2010-2020). In India, millions of internet subscribers are accessing social networking sites such as Facebook, YouTube, Twitter, WhatsApp, and so on. Number of users registered with these sites is as follows

- Facebook: 213 Million (Statista, Facebook users by country | Statistic)
- Twitter: 23.2 Million (Statista, Statista.com)
- YouTube: 180 Million (menon, 2017)
- WhatsApp: 160 Million (Statista, WhatsApp: MAU in India 2013-2016 | Statistic)

The data above shows that amongst all social media sites Facebook is the most popular platform. During last 13 years from a network of Friends, Facebook has evolved as a platform to share all
kind information (Kenny Olmstead, 2010). On Facebook unlike other media platforms users get a different experience of news consumption, people can actively engage with the news content, they can share it, like it and comment on it (Choi, 2016). There are several factors for the popularity of Facebook apart from affordable mobile phones, faster data transmission, and cheaper data charges. As a platform, Facebook customised its interface for the Indian user. Facebook lite app and Language support are the two products where Facebook lite is an Android mobile app which provides efficient access to Facebook even at slower network speeds, whereas considering over 30 official languages in India, Facebook customised its platform, and it supports 12 Indian languages which helped the growth of Facebook in India. The Facebook is accessible on Internet-enabled desktop computers via internet browser through the website www.Facebook.com. On the mobile browser, it is accessible on m.facebook.com, and through Facebook Android Apps and Facebook- lite android app and iOS app. The data collected on Facebook can give us information related to website and mobile app users. Considering all the factors mentioned earlier for investigating convergence that is a flow of news content from news broadcasters to internet users, Facebook considered as a suitable platform for conducting this research.

2.8.4 News Broadcasters’ Facebook Page as source of Data

For this study, the researcher has considered three English news broadcasters from India and their usage of Facebook as news dissemination channel. *Times Now*, CNN-News18 (Erstwhile: CNN-IBN), and *India Today* (Erstwhile: Headlines Today) each of these channels host a Facebook page. A Facebook page is like a profile page of an organisation; it enables organisations, businesses, and public figures to create an authentic and public presence on Facebook. Facebook pages are visible to everyone by default. A Facebook page created by a public figure, or an organisation or business authenticated by Facebook providing a blue tick along with the name of the Facebook Page. For this research, Facebook page is the source of data, and it was retrieved from pages which are authenticated by Facebook. On Facebook page news updates, program updates, and other content published in the form of a picture, link, video, status, and note. By hitting “Like” or “Follow” button on a Facebook page the user gets every post published on the Facebook wall of the user. As on 27th July 2017, there are over 19.94 million users “Like “and 19.36 million users “Follow” Facebook page of *Times Now, India*
Today and CNN News 18 cumulatively, individual figures for Facebook page of Times Now, India Today and CNN News 18 are mentioned below.

- **Times Now**: 51,40,802
- **India Today**: 91,00,000
- **CNN News 18**: 57,00,000

Along with page “Likes” page “Follow” figures are also crucial for determining the popularity of a particular page. When a user follows a particular page or a person, then that user receives every update on his/her News Feed. Following are the figures for “Follow” on the Facebook page of each channel.

- **Times Now**: 50,63,472
- **India Today**: 88,00,000
- **CNN News 18**: 55,00,000

The period of this study is 1st January 2009 to 31st December 2016. Facebook page activity of Times Now, CNN-News18, and India Today analysed for this period. The Facebook activity of all three channels regularly commenced from the year 2009 onwards. Therefore, data related to Facebook page activity collected from this date until 31st December 2016. Times Now, CNN-News18, and India Today published Over 463000 posts cumulatively on their Facebook page during the study period, this doctoral research examines trends, nature, and type of Facebook activity by the news channels.

1. [https://www.facebook.com/Timesnow/](https://www.facebook.com/Timesnow/)
2. [https://www.facebook.com/cnnnews18/](https://www.facebook.com/cnnnews18/)
3. [https://www.facebook.com/IndiaToday/](https://www.facebook.com/IndiaToday/)